



Information Pack

Key Dates

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|------------------------------------|------------------------------|
| Applications open | December 12, 2016 |
| Applications close | March 31, 2017 |
| Best Value Added Product delivered | April 1, 2017 |
| Wine entries delivered | May 1, 2016 |
| Judging | April 1, 2017 - May 31, 2017 |
| Finalists announced (wine only) | May 31, 2017 |
| Awards Dinner | Friday June 16, 2017 |

Contacts

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|-----------------|---|
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Sponsors and Supporters

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| Hosted by | Kangaroo Island Food and Wine Association Tourism Kangaroo Island |
| Sponsors | Kangaroo Island Industry and Brand Alliance Sealink Travel Group TOMM Office of the Commissioner for Kangaroo Island The Islander Newspaper Department for the Environment, Water and Natural Resources |
| Supported by | South Australian Tourism Industry Council |



Office of the Commissioner for Kangaroo Island

Why you should enter

The Kangaroo Island Food, Wine and Tourism Awards are a great way for businesses to record their achievements, review their goals, develop and grow their businesses as well as highlight their high-quality food, wine and/or tourism experience to consumers. The awards program will be a catalyst for ongoing business development and improvement.

“Entering the awards gives us an opportunity to put our business down on paper and to actually see in writing what we have done and achieved. As they say, if you don’t write it down you can’t measure it. This way we can see how we are tracking and also to benchmark ourselves against other businesses. We would certainly encourage other KI businesses to enter as in the end the whole island benefits from this sort of activity.”

Feedback from a 2016 Award Entrant

The Kangaroo Island Food, Wine and Tourism Awards program:

- Enables you to showcase and position your business as a leader in its field.
- Provides a structure to review goals, strategies and performance
- Encourages a culture of continuous development and improvement
- Establishes a framework to benchmark your business
- Positions your business to enter the South Australian Tourism Awards

All entries will receive a comprehensive judging report. This report will celebrate areas of success and provide feedback on the capacity for improvement.

Other benefits of nominating include:

- Access to workshops to assist you with your application
- Reduced subscription fee to SATIC
- An opportunity to attend a formal celebration of our regional food, wine and tourism heroes.
- The Awards Dinner is a great way to reward staff for their hard work and say thank you for their contribution to your business

Award winners will receive:

- A prestigious trophy to display
- A comprehensive winner’s pack, which will include:
 - o Winner’s certificate
 - o Exclusive use of the KI Food, Wine and Tourism Awards winners’ logo via a media file
 - o Door sticker of the KI Food, Wine and Tourism Awards winner logo
 - o A comprehensive toolkit about how to leverage from your award
 - o Assistance to take the next step in entering the South Australian Tourism Industry Council Awards program.
- 50 per cent discount on membership to either Kangaroo Island Food and Wine Association or Tourism Kangaroo Island when you join or renew your membership.
- Inclusions in a dedicated media plan to promote winning businesses via printed media, industry websites and social media channels.
- Entrants in the wine category will have access to gold, silver and bronze medals if their wine is judged within those classifications, and will be awarded certificates for those medals.

Who can enter

Entry is free, and is open to Kangaroo Island-based businesses, which meet the eligibility for each category.

How to enter

Information about judging criteria and requirements is included in this information pack.

Entry forms must be downloaded from www.eatdrinkki.com.au, completed, converted to a pdf file, and uploaded to the website. Wine entries can be submitted through the website via an online form.

Receipt of your entry will be acknowledged by email.

Entry and Judging process

Entry opens December 12, 2016. Entry is through the Kangaroo Island Food and Wine Association website, www.eatdrinkki.com.au. Information and entry forms can be downloaded from the website. Completed entries must be uploaded through the website as a pdf file. A word count guide is provided within the criteria.

Uploaded document must be in 12 point text with maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size.

Each entry will be acknowledged by email.

Assessment for Kangaroo Island Dining; Best Farm Gate Experience; Best Cellar Door Experience; Unique Food and Beverage Experience; and Nature-Based Tourism Experience will be by written component and a site visit and/or a desktop review. Written applications will attract a maximum of 30 points. Site visits and/or desktop reviews will attract a maximum of 70 points.

All complying Kangaroo Island Dining, Best Farm Gate Experience, Best Cellar Door Experience entries will be visited by the judging panel, without notification.

Unique Food and Beverage Experience and Nature-Based Tourism Experience entries will be short-listed for a site visit by the judging panel and notified of the visit. If businesses are unable to host a site visit, evidence will be required to substantiate their written application.

Business Development entrants may be shortlisted and selected for an interview by the judging panel, to support their written entry.

An individual other than the nominee must nominate Outstanding Contribution by an Individual entries. The nominator must prepare a 500-word submission to support their nomination.

Wine entries must be sent for judging (see special conditions for Wine entries). Six wines will be selected as finalists and featured at the Awards Dinner.

Best Value-Added Product entries must be sent for judging. Entrants must provide two (2) of each of the products entered for judging. Products must be available on retail shelves. Products classified as wine are ineligible to enter this category. Selected finalists' products will be on display at the Awards Dinner.

The Kangaroo Island Food, Wine and Tourism Awards winners will be announced at an Awards Dinner to be held on Friday June 16, 2017.

Judging Panels

Best-practice industry judges will assess entries in the Awards program.

A panel formed by the Kangaroo Island Food and Wine Association, Tourism Kangaroo Island and The Islander Newspaper will judge the Outstanding Contribution by an Individual category. Independent judges will judge all remaining categories.

Names of the members of the judging panels will not be published.

All judging will be completed using a points system.

Conditions of Entry

Entry is open from December 12, 2016 to 5pm March 31, 2017. No late applications will be accepted.

The qualifying period for entry is April 1, 2016 to March 31, 2017.

Entry is online only, at www.eatdrinkki.com.au

Entrants must meet all criteria as outlined under each award category, and the nominated experience must have been offered during the qualifying period.

Entrants selected for a site visit by a judging panel must be open as usual during the judging period. If Unique Food and Beverage Experience entrants are unable to host a site visit, additional evidence may be required to substantiate written application.

Finalists for Best Value-Added Product will have the option to supply product free of charge for tasting at pre-dinner drinks at the Awards Dinner.

All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size, at the time of uploading on the website..

All entries are strictly confidential, and all judges sign a confidentiality agreement.

Special conditions for Kangaroo Island Wine of the Year category

Entrant must have minimum supply of one (1) pallet of the entered wine, for commercial re-sale.

Wine must be labeled as from Kangaroo Island and must contain at least 85 per cent Kangaroo Island fruit.

Entrant must submit two (2) bottles of each wine entered, which must be labeled appropriately for identification.

Wine is to be delivered to Kangaroo Island Food and Wine Association, c/o Megan Harvie Box 553 Penneshaw SA 5222 by May 1, 2017

Entries must be finished wines and the vintage must be completely bottled when the entry is submitted.

Finalists must supply wine free of charge for tastings at the pre-dinner drinks and for sales, at wholesale rates, for the Awards Dinner.

Important reminders

Entrants must ensure their answers refer specifically to the category they are entering.

Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.

Consider across all questions the innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance and repairs.

Categories And Criteria

Kangaroo Island Dining

This category is open to businesses offering an in-house dining experience to their customers. It is an award that recognises exceptional customer service, the provision of food and beverages, and the availability of Kangaroo Island Produce on their menu.

Eligibility - This category is open to all Kangaroo Island businesses who provide a permanent dining experience to the public, which may include Hotels, Restaurants, Café's, or Cellar Doors. This category does not include pop-up venues. Businesses must demonstrate that they have a commitment to being open to the public all year.

Word guide: 200-500 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application.

Total of 30 points for written component, 70 points for site visit and desktop review.

| Questions to be answered on submission | Additional information for this question |
|--|---|
| Describe your business and please demonstrate your eligibility for this criteria | Please include a description of your business, how long you have been in business, your opening hours, where you are located, how many staff, and what makes you eligible for this category |
| What regional produce do you showcase? | What do you showcase that is from within the region? Provide menus as examples. Is the experience you offer different as the seasons change, what is it that changes? |
| How do you showcase the Kangaroo Island Brand? | How do you address and deliver the Brand Values ¹ |
| How do you ensure or deliver consistent customer service? | Describe your customer service philosophy/values. How do you provide for guests with specific needs? What processes do you have in place to understand how your customer feels about your product? What staff training do you undertake specifically around customer service? How do you deal with complaints / issues? |
| Provide an overview of your business planning | Provide an overview of the key features of your business plan including goals, strategies and outcomes. What are the opportunities to improve in your business over the next 12 months. |

¹ See page 15 of this information booklet regarding Brand Values

Farm Gate Experience

This category is open to all businesses offering a Farm Gate Experience to their customers. It is an award that recognises exceptional food experiences at the source, excellent customer service, attention to the region's Brand Values¹ and is a profitable commercial business.

Eligibility - Open to a food business on Kangaroo Island, which maintains its own Farm Gate premises.

Word guide: 200-500 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application.

Total of 30 points for written component, 70 points for site visit and desktop review.

| Questions to be answered on submission | Additional information for this question |
|---|---|
| Describe your business, and please demonstrate your eligibility for this criteria | The types of information that you may like to include in your description are: how long you have been in business, your opening hours, where you are located, who works in your business, and what makes you eligible for this category. What food tourism products, experiences and services do you offer? Describe how you highlight the islands produce as part of the visitor experience. |
| How do you showcase Kangaroo Island during the different seasons? | Is the experience you offer different as the seasons change, what is it that changes and what do you provide for your customer? How do you showcase the Brand Values ¹ ? |
| Please demonstrate your social and environmental sustainability | Judges are looking for evidence about how you are sustainable in your business. Do you give back to your local community, do you save and monitor water, energy or reduce your waste. |
| How do you ensure or deliver consistent customer service? | Who are your customers; how do you ensure high levels of satisfaction; what staff training do you undertake; how do you deal with complaints/issues? |
| Provide an overview of your business planning | What are your business goals and strategies? How do you measure this? How do you plan for staffing? What do you do to reduce your risks? What are issues or opportunities to improve? Who are your customers? Describe your marketing strategies for each target market and detail some of your successes or outcomes of those strategies. What are your unique selling points? |

¹ See page 15 of this information booklet regarding Brand Values

Cellar Door Experience

This category is open to all businesses offering a Cellar Door Experience to their customers. It is an award that recognises exceptional beverage experiences at the source, excellent customer service, attention to the region's Brand Values¹, and is a profitable commercial business.

Eligibility - Open to all wine, beer, cider and spirit businesses on Kangaroo Island, which maintain their own Cellar Door premises.

Word guide: 200-500 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application.

Total of 30 points for written component, 70 points for site visit and desktop review.

| Questions to be answered on submission | Additional information for this question |
|---|--|
| Describe your business, and please demonstrate your eligibility for this criteria | The types of information that you may like to include in your description are: how long you have been in business, your opening hours, where you are located, who works in your business, and what makes you eligible for this category. What beverage tourism products, experiences and services do you offer visitors? Describe how you highlight the islands produce as part of the visitor experience. |
| How do you showcase Kangaroo Island during the different seasons? | Is the experience you offer different as the seasons change? What is it that changes and what do you provide for your customer. How do you showcase the Brand Values? ¹ |
| Please demonstrate your social and environmental sustainability | Judges are looking for evidence about how you are sustainable in your business. Do you give back to your local community; do you save and monitor water, energy or reduce your waste? |
| How do you ensure or deliver consistent customer service? | Who are your customers; how do you ensure high levels of satisfaction; what staff training do you undertake; how do you deal with complaints/issues? |
| Provide an overview of your business planning | What are your business goals and strategies? How do you measure this? How do you plan for staffing? What do you do to reduce your risks? What are issues or opportunities to improve? Who are your customers? Describe your marketing strategies for each target market and detail some of your successes or outcomes of those strategies. What are your unique selling points? |

¹ See page 15 of this information booklet regarding Brand Values

Unique Food and Beverage Experience

This category recognises significant contributions to tourism on Kangaroo Island through the provision of unique regional food and beverage experiences.

Eligibility - This category is open to Kangaroo Island businesses which are food producers, providers, tour operators, cooking schools, food attractions, farmers' markets, trails and other food tourism experiences featuring Kangaroo Island produce as the core component.

Word guide: 200-500 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application.

Total of 30 points for written component, 70 points for site visit and desktop review.

| Questions to be answered on submission | Additional information for this question |
|---|---|
| Describe your business, and please demonstrate your eligibility for this criteria | The types of information that you may like to include in your description are: how long you have been in business, your opening hours, where you are located, who works in your business, and what makes you eligible for this category, what is unique about your experience? What food or beverage tourism products, experiences and services do you offer? Describe how you highlight food and/or beverages as part of the visitor experience. |
| How do you showcase the Kangaroo Island Brand in your unique business? | Judges are looking for evidence that you showcase the Island's produce as widely as possible. How do you address and deliver the Brand Values ¹ ? Please attach an example of Kangaroo Island food and beverages offered to customers, and how they are presented. |
| Provide an overview of your business planning | Provide an overview of the key features of your business plan including goals, strategies and outcomes. How do you plan for staffing over the seasons? Who are your customers, and what is your marketing strategy for these segments and how do you measure the outcomes? What do you do to reduce your risks; where are your opportunities to improve? Describe any innovations that have improved your tourism business over the past 12 months, and how they have enhanced your business. |
| How do you ensure or deliver quality customer service? | How do you ensure high levels of satisfaction; how do you deal with complaints/issues? How do you provide for customers with special needs? How do you measure customer satisfaction and identify areas for further improvement? What customer service training do you provide for your staff, for example KI Ambassador Training Program? |

¹ See page 15 of this information booklet regarding Brand Values

Business Development

This category is awarded to recognise a business demonstrating successful development in their field, and which is currently or potentially a benchmark for the industry.

Eligibility: Open to any business, which would qualify to enter one of the other awards in this program.

Word guide: 200-500 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application

| Questions to be answered on submission | Additional information for this question |
|--|--|
| Describe your business, and please demonstrate your eligibility for this criteria | The types of information that you may like to include in your description are: how long you have been in business, what are your products/services and markets, your opening hours, where you are located, who works in your business, and what makes you eligible for this category |
| What do you showcase during the different seasons? | Is the experience you offer different as the seasons change, what is it that changes and what do you provide for your customer |
| How do you showcase the Kangaroo Island Brand? | Judges are looking for evidence that you showcase the Island's produce as widely as possible, and how you address and deliver the Brand Values ¹ . |
| Please demonstrate your social and environmental sustainability | Judges are looking for evidence about how you are sustainable in your business. Do you give back to your local community; do you save and monitor water, energy or reduce your waste? |
| How do you ensure or deliver consistent customer service? | Training for your self and staff, keep up-to date with industry issues, food safety and hygiene. How do you understand the needs of your customers and communicate with them? |
| Provide an overview of your business planning | <p>Include your goals, strategies and outcomes. How do you plan for staffing, manage the peaks and troughs? How do you measure your goals and outcomes? What do you do to reduce your risks? What are issues or opportunities to improve? How do you review processes, and do market research and product development? Do you innovate? What is the availability of your products?</p> <p>Your Risk Management System including certification standard (third party or internal) and product recall process. (What your safety systems are, how they are implemented. Do you have any formal or informal management systems HACCP, QMS, EMS, OH&S)</p> |
| Your leadership approach and culture of your business, ie what is important to the people who work there and your potential for growth and further success | Judges will be looking for strong leadership, and a sense of culture, how your leadership drives the success of the business |

¹ See page 15 of this information booklet regarding Brand Values

Nature-Based Tourism Experience

This category recognises natural or built tourist attractions of regional importance, which significantly contribute to the tourism experience within Kangaroo Island. Attractions may be developed in conjunction with a natural attraction or on their own. The business must market primarily to intrastate and/or interstate visitors. Attractions that are not open all year round will need to explain their basis for seasonal operations.

Eligibility: This category is open to Kangaroo Island businesses which provide a tourism experience with a focus on the natural environment.

Word guide: 200-500 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application

Total of 30 points for written component, 70 points for site visit and desktop review.

| Questions to be answered on submission | Additional information for this question |
|---|--|
| Describe your business, and please demonstrate your eligibility for this criteria | The types of information that you may like to include in your description are: how long you have been in business, your opening hours, where you are located, who works in your business, and what makes you eligible for this category. What tourism products, experiences and services do you offer? Explain your values, philosophy and commitment to excellence |
| Provide an overview of your business planning | Include your goals, strategies and outcomes. How do you plan for staffing? Who are your customers, and what is your marketing strategy for these segments and how do you measure the outcomes? What do you do to reduce your risks; where are your opportunities to improve? Describe any innovations of the past 12 months, and how they have enhanced your business. |
| How do you ensure or deliver consistent customer service? | How do you ensure high levels of satisfaction and identify areas for further improvement? How do you deal with complaints/issues? How do you provide for customers with special needs? What customer service training do you provide for your staff? Example KI Ambassador Training Program? How do you manage the seasonal nature of work for your staff? |
| The region is committed to providing a four-season destination. Please demonstrate your commitment to the region. | Is the experience you offer different as the seasons change; what is it that changes and what do you provide for your customer? If you are not able to operate all year, please explain why. |
| How do you showcase the Kangaroo Island Brand? | Judges are looking for evidence that you showcase the Island as widely as possible. How do you address and deliver the Brand Values ¹ |

¹ See page 15 of this information booklet regarding Brand Values

Best Value-Added Product

This category recognises Kangaroo Island businesses, which demonstrate excellence in delivering a value-added product into the marketplace.

Eligibility: The product must have been produced and/or transformed to its value-added status on Kangaroo Island, and be retail ready. The product cannot be classified as wine.

Word guide: 100-200 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size. Image must be supplied with the application.

Maximum of 100 points will be awarded after the written and physical review of the product.

| Questions to be answered on submission |
|---|
| Describe your business and where you are situated |
| Describe the product, including: <ul style="list-style-type: none">• Name, and how the product is eligible for this category• launch date,• shelf life• fresh/frozen/ambient• pack specifications |
| What was the market research that defined its characteristics, how did you determine your market? |
| Describe the product development process undertaken to arrive at the new (or enhanced) product, including: creation/innovation; production; marketing and costing;, and packaging and labelling. |
| What have been the key measures of success and outcomes achieved with the product since its launch? |

Kangaroo Island Outstanding Contribution by an Individual

This category recognises an outstanding contribution by an individual to the Kangaroo Island food, beverage or tourism industries.

Nominees must:

- a) Be involved (past or present) with either the Kangaroo Island Food and Wine Association (including past bodies Good Food KI or KI Grape Growers and Winemakers Association) or Tourism Kangaroo Island.
- b) Have significantly contributed to regional food, beverage or tourism

An individual other than the nominee must nominate the entry.

The nominator must prepare a 500-word submission to support their nomination. A photo of the nominee in jpeg format 300dpi and up-to 1GB in size must accompany the nomination.

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| Consider the following points when writing the nomination |
| Overview of the nominee Provide a brief overview of the nominee, highlighting their outstanding attributes. Include a brief history of his or her career in food, beverage or tourism, and a description of their current employment or other participation, if applicable. |
| Nominee's Professional and Personal Contribution and Service Provide examples and show the benefits of the nominee's professional contribution and service to the food, beverage or tourism industry. |

Kangaroo Island Wine of the Year

This award recognises excellence in wine production on Kangaroo Island. It celebrates our best wines and their winemakers.

See special conditions of Entry for Kangaroo Island Wine of the Year.

Categories

Red No limitation on vintage

White No limitation on vintage

Sparkling No limitation on vintage

Gold, silver and bronze will be awarded in each category

Gold 18.5 to 20.0 points

Silver 17.0 to 18.4 points

Bronze 15.5 to 16.9 points

Two finalists will be selected from each category and these wines will be featured at the Awards Dinner, where the Wine of the Year will be announced.

Finalists must supply wine free of charge for tastings at the pre-dinner drinks and for sales, at wholesale rates, for the Awards Dinner.

All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application and must be a jpeg 300dpi and up-to 1MB in size

Sponsored by the Office of the Commissioner
for Kangaroo Island



Office of the Commissioner for Kangaroo Island

Our brand values

Connected to unspoilt nature

Nature is fundamental to our concepts of humanity and wellbeing; it is why communities like Kangaroo Island's rise up to protect and preserve it. Our secluded beaches, pristine ocean, well managed national parks and prolific wildlife all reflect Kangaroo Island's soul. And a connection to nature is at the heart of much of what happens on Kangaroo Island – our products, experiences and lifestyle are all inspired by our unique environment and natural features.

Seclusion (Island)

Kangaroo Island is first and foremost an island, a place apart. It is one of the few remaining destinations where people can genuinely get away from it all. And our products and experiences are isolated from everyday routines, the commonplace and many mainland diseases.

Authenticity

A truly authentic experience has become a rare commodity in a world of convenience. A sense of authenticity permeates our regional culture, our local characters, and the holiday experiences and products we offer. And Kangaroo Islanders understand that authentic doesn't mean perfect.

Personal relationships

Increasingly, people want to become re-engaged with their daily lives and to know the people in it – family, friends, community, neighbours and people they do business with. Kangaroo Island is a place that provides the space and time to rebuild and reconnect with these people.

On Kangaroo Island strangers wave to each other. Locals share their passion for what they do and why they do it – whether it's family farming handed down through generations, making handmade artisan food and wine, volunteer work for the environment and wildlife, or art inspired by the surroundings.



Peaceful/Restored

People are seeking to scale back and restore balance in their lives. They want to get back in touch with nature, relax and eat healthy foods.

Kangaroo Island is an antidote for stress and busyness. It offers an escape and a restorative peace, through a holiday experience. Plus it offers healthy, natural and genuine products created on the Island that nourish the mind and body.

