

the art
of food

CONFIDENTIAL

Sponsorship proposal



Government
of South Australia

THE FOURTEENTH
SOUTH AUSTRALIAN PREMIER'S
FOOD INDUSTRY AWARDS **2011**

Contact details

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"A core purpose of the Royal Agricultural & Horticultural Society is to promote and support the development of agriculture and horticulture within South Australia. Sponsoring the Premier's Food Industry Awards allows us to recognise achievers and leaders in the food industry."

John Rothwell
 Chief Executive
 Royal Agricultural & Horticultural Society

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A message from Mike Rann

Excerpt 2010 Premier's Food Industry Awards Program

Welcome to another fantastic acknowledgement of South Australia's food and beverage industry through the Premier's Food Industry Awards.

Tonight represents the 13th anniversary of this event that celebrates the passion, innovation and vision of businesses and individuals responsible for the creation of our world-class produce and food products.

South Australian grown and made products continue to be keenly sought by discerning consumer's the world over – in restaurants, supermarkets and kitchens.

The importance of consumers is also the central theme of the South Australian Food Strategy 2010-2015, which aims to better meet consumer expectations in order to grow the State's international competitiveness.

Our food industry's contribution to the State's economy has increased by seven per cent to reach a record high of \$3.5 billion in 2009-10, with the State's Gross Food Revenue – a key indicator of domestic consumption and exports – also reaching a record high of \$12.4 billion.

This is a terrific achievement, taking into account the difficult trading conditions and high exchange rates our businesses have been dealing with.

It is fitting therefore, that the theme of the Awards is 'Consume'. The 31 finalists recognised tonight are a true reflection of the diversity and continuing growth and resilience of the South Australian food industry.

Once again, they represent a mix of our long-running, iconic food businesses as well as innovating, fresh faces and ideas. The common trait they all share is a commitment to excellence, and that is duly reflected in the stories highlighted in this program.

I hope you enjoy the evening. I extend my congratulations to all of the Awards finalists and winners and wish them well into the future.



Mike Rann
Premier of South Australia



L-R Sponsor Maurice Crotti, San Remo; Mike Rann Premier with 2010 South Australian Hall of Fame inductee, Anthony Paech, Beerenberg

Introduction

The Premier's Food Industry Awards recognise outstanding achievement and excellence in the South Australian food industry. They reward businesses and individuals that have demonstrated vision, leadership and innovation in their field.

The prestigious Awards profile success and support growth within the South Australian food industry by instilling a sense of pride in the people that make up the dynamic food industry whilst contributing to increasing South Australia's food culture by giving profile and credibility to the industry and individual businesses.

They provide a benchmark to which all South Australian businesses working in the food industry can aspire and celebrate an innovative industry that contributes to the economic and social fabric of our State.

Each year the Awards are elevated to a higher level through aspects such as the high calibre of entrants, dedicated judges and the networking functions that are held throughout the year, culminating in a spectacular Awards presentation gala dinner.

The outstanding success of our winners and finalists signifies the exceptional level of excellence and leadership in South Australia's food industry.

About

Entry

Entry is open to all South Australian food related businesses working within the South Australian food industry. The head office (including franchisees) or at least 50% of business production must be based in South Australia.

The Visionary Leader Award (Young/Industry) and Servicing Industry Award are exceptions whereby individuals and businesses with make a significant contribution to the growth of South Australia's food industry can apply.

Categories

South Australian Food Industry Hall of Fame
 Visionary Leader (Young/Industry)
 Valuing Workforce Development
 Creating Sustainability
 Developing Markets (Domestic/International)
 Fostering Value Chain
 Growing Small Business
 Leading Innovation
 Servicing Industry
 Understanding Consumers

Concept 2011

Each year the message and brand of the awards changes to reflect the changing face of the food industry.

The Art of Food is the theme for The Fourteenth South Australian Premier's Food Industry Awards.

Definition of 'art':

1. skill in conducting any human activity
2. the principles or methods governing any craft or branch of learning

It represents the opportunity to be different, to stand out and grow as well as the ability to adapt and change.

With food and the arts integral to our State, the South Australian Strategic Plan states that it is committed to making the State the best it can be – prosperous, environmentally rich, culturally stimulating, offering citizens every opportunity to live well and succeed.

Art = culture, artisan, passion, creative, enjoyment, diversity, wealth, prosperity, trends, gourmet, niche, craft, innovation

Summary of sponsorship benefits

The following benefits are offered to sponsors depending on the level of commitment.

Naming rights

Sponsors will 'own' designated award categories through naming rights. Sponsors may choose to sponsor more than one category.

Publicity

State-wide publicity through advertising and editorial in various mediums and publications will be used to promote previous year's winners, announce the current awards, remind intending applicants of the deadline for entries, announce finalists in each of the categories, promote the Awards presentation gala dinner and to announce the winners for 2011.

Print	Circulation (approximate)
High profile SA Food & Wine Magazine	
Sunday Mail	300,856
Adelaide Advertiser (EGN, Business, Taste liftout)	250,000
Barossa & Light Herald	21,104
Stock Journal	13,506
Bunyip	9,700
Murray Pioneer	6,500
Leader – Barossa Valley	7,700
Times Victor Harbor	7,304
Pt Lincoln Times	5,181
Loxton News	2,117
River News	2,650
Islander	1,974
Various other publications	
Radio	
ABC Country Hour	
Electronic	
Inbusiness eNews	Inbusiness
News in Brief	SA Tourism Commission
Websites & Social media	
www examples	Adelaide Now, Advantage SA, The Foodologist, Glam Adelaide, Food and Beverage Development Fund SA
Facebook	Currently 377 followers; 50% Female (18-24), 50% Male (35-44) Adelaide 205; Sydney 47; Melbourne 23; Brisbane 13; Perth 12, 26 International
Twitter	895 followers; 1500 following; 390 tweets to date; Listed in 50 lists; 75 tweets on Awards presentation gala dinner evening

Sponsor logo

Sponsor logos or business name will be included on all printed collateral and electronic mediums subject to confirmation of sponsorship prior to printing deadlines.

- Website
- Application Booklet
- Signage
- Program/Menus
- Electronic display screens

Web site

www.safoodawards.com.au

The designated web site has become an integral component in the marketing and management of the Premier's Food Industry Awards.

The site remains live throughout the year and is designed to:

- provide information about the Awards and each category
- acknowledge sponsor participation including a bio
- provide hotlinks to sponsor websites
- provide access for nominating entrants
- allow businesses to enter on line
- promote the Awards presentation gala dinner
- announce finalists and winners
- showcase the photo gallery
- be a historical record of the Awards

Average total hits per month = 13800

Average hits each day per month = 500

Average pages viewed each day = 2300

Based on 2009 statistics

Corporate profile and goodwill

The Premier's Food Industry Awards seek to profile the importance of the food industry as well as the individuals and businesses that are leaders in their fields.

To remain internationally competitive, the South Australian food industry must continue to meet consumer expectations by being sustainable, well managed and consumer driven.

Aligning your business to these Awards will meet both your brand and business to business networking objectives. It will inspire your staff and clients. Sponsorship of these prestigious Awards will enable you the opportunity to network with like minded entrepreneurs and generate a significant amount of community goodwill for your brand within the South Australian food industry and within the community in general.

Judging

Sponsors are entitled to nominate a representative to be a member of the judging panel in the sponsored Award category.

This includes:

- pre-selection of finalists
- site visits, and
- final selection of winning entrant.



Tas Mitani, winner of Innovate SA Visionary Leader (Industry) with sponsor Greg Boundy, Innovate SA and Sam Tucker, winner of Innovate SA Visionary Leader (Young)

Awards presentation gala dinner

The Fourteenth Awards presentation gala dinner will be held at the Adelaide Convention Centre on Friday 25 November 2011.

The Premier of South Australia will be invited to host the event. In attendance at the dinner alongside the South Australian food Industry will be:-

- Members of Parliament
- Finalists from the South Australian food industry
- Sponsors
- Food SA Board and members
- Industry representatives
- Government representatives

For a complete list of 2010 business attendees please see page 12.

Naming right sponsors will:

- receive complimentary tickets
- be offered additional tickets at a discounted price
- be given the opportunity to speak
- present all finalists and winners certificates
- be given photo opportunity with finalists and winners
- be given networking opportunities
- be provided with images of their Award presentations to recipients
- be provided with highlight images of the Awards presentation gala dinner
- be provided with finalist contact details (conditions of entry)

Other sponsor benefits are outlined on page 9.



2010 Awards presentation gala dinner

Waves of the Mediterranean bathed the Adelaide Convention Centre on Friday 5 November for the 2010 Awards presentation gala dinner celebrating the South Australian food industry.

'A Mediterranean Table' featured 6 courses of fabulous wines and beautiful fresh South Australian produce including rabbit boudin, a fishmonger's catch of the day and pistachio panacotta were served and matched to some Italian grape variety wines from Langhorne Creek Wine Region.



Five hundred and eighty (580) guests attended the Awards presentation gala dinner and were treated to a spectacular night at the opera with singing star Mark Vincent performing powerful classics from his three popular albums as well as a kaleidoscope of colour and genres in an original dance spectacular.

Kudos Club



Introduced six years ago the Kudos Club is the name of the alliance between SA Premier's Food Industry Awards winners, sponsors and the South Australian food industry.

Each year winners and sponsors become members of the Club and benefit from different networking events held throughout the year.

These quirky and popular events provide valuable networking opportunities and include but are not limited to:

- launch
- finalists announcement
- awards presentation gala dinner
- sponsors thank you.

It may also include a host of other events aligned to the South Australian food industry.

Award categories

Sponsorship levels, opportunities and benefits are detailed as follows and can be used as a guide as to what sponsors can expect for their investment and partnership with the SA Premier's Food Industry Awards.

I welcome your feedback and would be happy to work with you to ensure that your company meets its marketing and promotional objectives.

Please see Attachment 1 for the current status of confirmed sponsors noting that 2010 sponsors have first right of refusal in 2011.

"Food and Beverage Development Fund was looking for a first class vehicle to enable us to pursue our goal of encouraging excellence in our food and beverage industries.

The Premier's Food Industry Awards, and particularly the **Food and Beverage Development Fund Valuing Workforce Development Award** gives us a high profile, credible vehicle to reward some outstanding industry champions.

Ian Curry
Chair
Food & Beverage Development Fund

Naming rights

Sponsorship level	Award	Description
Platinum \$20,000	South Australian Food Industry Hall of Fame	The prestigious South Australian Food Industry Hall of Fame recognises an individual or business that has demonstrated ongoing high level success in their designated profession and has made a significant and valued long term contribution to the past and future of South Australia's food industry.
Gold \$15,000	Visionary Leader (Young/Industry)	The Award recognises individuals who have inspired and influenced others through their vision, creativity and commitment to excellence.
	Valuing Workforce Development Award	The Award recognises a business that has demonstrated a commitment to develop its workforce to improve its overall business performance.
Silver \$13,000	Creating Sustainability Award	The Award recognises a business that demonstrates excellence in its social, economic and environmental sustainability.
	Developing Markets Award (Domestic/International)	The Award recognises a business' initiatives in developing markets either domestic or international.
	Fostering Value Chain Award	The Award recognises a business that is leading the way in fostering value chain practices.
	Growing Small Business Award	The Award recognises a business for its continued improvement and growth.
	Leading Innovation Award	The Award recognises a business' innovation in the development of new technologies and products, packaging or processing to realise competitive advantage.
	Servicing Industry Award	The Award recognises a business for an outstanding and innovative service which assists in growing the South Australian food industry.
	Understanding Consumers Award	The Award recognises the best product developed based on consumer demand.

Other

Sponsorship level	Description
Wine In-kind	Opportunity for a South Australian wine producer or region to showcase their wines throughout the Awards presentation gala dinner (approximately 600 guests) and at other networking functions throughout the year when available.
Entertainment naming rights \$7,000	Opportunity to take a share of the limelight with naming rights to the sensational entertainment line up at the Awards presentation gala dinner (approximately 600 guests) and to work with the Manager on ideas and concepts.
Bronze \$5,000	Opportunity for your company to be seen as a valuable supporter and contributor to the South Australian food industry and partnering with a high profile event.
Guest gift naming rights \$3,000	A memorable gift will be presented to guests at the Awards presentation gala dinner. Opportunity for your company logo to be included on packaging and/or supply product.
Copper \$2,000	Opportunity to support the South Australian food industry by partnering with a high profile event.
In-kind contributors	Opportunity to be associated with a high profile event for the South Australian food industry.

Sponsorship opportunities and benefits

	PLATINUM	GOLD	SILVER							
	SA Food Industry Hall of Fame	Visionary Leader (Young/ Industry)	Valuing Workforce Development	Creating Sustainability	Developing Markets (Domestic/ International)	Fostering Value Chain	Growing Small Business	Leading Innovation	Servicing Industry	Understanding Consumers
Naming rights	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
State wide publicity in various print, electronic and social media sites (see page 4 for full list)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social media Regular updates throughout the year	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo displayed on website; printed collateral; visual display screens at Awards presentation gala dinner	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website Biography with internet site hotlinks to sponsors website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Corporate profile and goodwill	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Judging process	*	✓	✓	✓	✓	✓	✓	✓	✓	✓
Invitation to participate in the panel interview process including the selection of the final winner	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Awards presentation gala dinner										
<ul style="list-style-type: none"> • Opportunity to deliver a speech • On stage presentation to finalist/s and winner/ inductee 	3 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓	2 minutes ✓
Complimentary tickets	10**	8	8	6	6	6	6	6	6	6
Opportunity to purchase additional tickets at a discounted rate	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pre-event										
<ul style="list-style-type: none"> • Invitation to Kudos Club functions including launch, finalist announcement and sponsors thank you 	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Post-event										
<ul style="list-style-type: none"> • Framed sponsors certificate • Invitations to other SA food industry functions and events • Opportunity to be a guest speaker at industry associated functions (upon negotiation) 	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

* Invitation to participate on exclusive panel to determine inductee

** Including 2 seats at the Premier's VIP table

Sponsorship opportunities and benefits

	WINE	ENTERTAINMENT	GRAPHIC DESIGN	BRONZE	GUEST GIFT	COPPER	IN-KIND SUPPORTERS
State wide publicity in various print, electronic and social media sites (see page x for full list)	✓	✓	✓	✓	✓	✓	✓
Social media Regular updates throughout the year	✓	✓	✓	✓	✓	✓	✓
Logo or business name displayed on website; printed collateral; visual display screens at Awards presentation gala dinner	✓	✓	✓	✓	✓	Business name	Business name
Website Biography with internet site hotlinks to sponsors website	✓	✓	✓	✓	✓	✓	✓
Corporate profile and goodwill	✓	✓	✓	✓	✓	✓	✓
Awards presentation gala dinner Complimentary tickets	6	4	2	2	2	2	1
Pre-event Invitation to Kudos Club functions including launch, finalist announcement and sponsors thank you	✓	✓	✓	✓	✓	✓	✓
Post-event Framed sponsors certificate	✓	✓	✓	✓	✓	✓	✓

2010 winners and finalists

South Australian Food Industry Hall of Fame

made possible by San Remo

Inductee: Beerenberg

Innovate SA

Visionary Leader Award (Industry)

Inductee: Tas Mitani

Innovate SA

Visionary Leader Award (Young)

Winner: Sam Tucker

Finalists: Victoria McClurg; Cole Thomas

Food and Beverage Development Fund

Valuing Workforce Development Award

Winner: Bickford's Australia

Finalists: Haigh's Chocolates; La Casa Del Formaggio

Peats Soil and Garden Supplies

Creating Sustainability Award

Winner: Australian Caper Company

Finalist: EP Storage

Department of Trade and Economic Development

Developing Markets Award (Domestic)

Winner: Olga's Fine Foods

Finalist: Port Lincoln Sardine; Tucker's Natural

Department of Trade and Economic Development

Developing Markets Award (International)

Winner: Seafood Exporters Australia (SEA)

Finalists: Kangaroo Island Pure Grain; Pendleton Fine Foods

Adelaide Showground

Fostering Value Chain Award

Winner: Kangaroo Island Pure Grain

Finalists: Free Eyre; Lucia's Fine Foods; Nippy's

Food SA

Growing Small Business Award

Winner: Udder Delights

Finalists: Baylies of Strathalbyn; Lifestyle Bakery; Kyttons Bakery

SARDI

Leading Innovation Award

Winner: Australian Caper Company

Finalist: Cocolat

Adelaide Produce Markets Limited

Servicing Industry Award

Winner: AMJ Produce

Finalist: TAFE SA Regency International Centre

Foodland SA

Understanding Consumers Award

Winner: Spring Gully Foods

Finalists: Bickford's Australia; Cleanseas Limited;
Lucia's Fine Foods; Tucker's Natural

2010 business attendee list

SEBI

Adelaide Convention Centre

Adelaide Produce Markets

Adelaide Showground

Adelaide Showground Farmers Market

Advantage SA

AMJ Produce

Angelakis Bros.

Auspork

Australian Caper Company

Badge

Barker Boys

Barossa Fine Foods

Barossa Valley Cheese Company

Baylies of Strathalbyn

Beerenberg

Bellis Fruit Bars

Bickford's Australia

Bushmin Farmed Rabbits

Clean Seas

Cocolat

Coriole Vineyards

Culinetic

Department of Trade and Economic Development

Divine Space

Drake Supermarkets

Enterprise Connect

EP Storage

Epicurious

Fleurieu Peninsula Food

Food and Beverage Development Fund SA

Food Group Chairs

Food SA

Food Solutions Consulting

Foodland SA

FREE Eyre

Fuller

Glam Adelaide

Haigh's Chocolates

Hayes Knight

Heavenly Delights

Honey Lady

In-business

Innovate SA

Kangaroo Island Pure Grain

Kyttons Bakery

La Casa Del Formaggio

Langhorne Creek Wine Region

Laucke Flour Mills

Lifestyle Bakery

Lucia's Fine Foods

Lush Lighting

Media

Michael O'Brien Catering

Minaldra Group

Mitani Products

Nature's Pastoral Company

Nippy's

No Fuss Catering Co.

Olga's Fine Foods

Peats Soil and Garden Supplies

Pendleton Fine Foods

PIRSA

Polacco Family - Scallops and Urchins

Port Lincoln Sardine

Premier

Premier's Food Council Executive

Quinzi's Confectionery

Rabobank

Regional Development Australia Barossa Inc

Restaurant & Catering

Romeo's Foodland

Saffries

San Remo

SARDI

Seafood Exporters Australia

Shadow Minister

Spring Gully Foods

Stock Journal

Sumptuous

TAFE SA

The Advertiser

The Write Alternative

Tucker's Natural

Udder Delights

Woodside Cheese Wrights

'This year's theme of 'The Art of Food' aims to explore the synchronicity of food and art, as a reflection of popular culture, its dynamism and evolution. South Australia's Food culture is a rich and eclectic blend of classic and modern, rustic and cutting edge. From the produce itself to the markets it is sold in, the art of food is an evolving and dynamic phenomena which should be recognized and celebrated.

The image created for the front cover and used throughout this publication is our interpretation of this year's theme, melding images of the Art Gallery of South Australia and what remains of the old Adelaide East End Markets.'

Designed by Divine Space Pty Ltd, photography courtesy Cathy-Ann Fazzalari.

Disclaimer – Content has been compiled at the discretion of Primary Industries & Resources SA and is correct at the time of printing

