



AWARD NOMINATION PACK
PEOPLE'S CHOICE AWARD
BEST SEAFOOD RESTAURANT

Australians love their seafood and everyone has their favourite seafood restaurant they like to frequent. This *People's Choice Award* gives consumers the chance to vote for their favourite seafood restaurant in NSW.

To have a chance at receiving this award, a restaurant must satisfy the *Sydney Fish Market Seafood Excellence Awards* eligibility criteria and submit an application to participate. This award recognises NSW restaurants that create seafood dishes reflecting the quality and seasonal availability of the finest Australian seafood.


SYDNEY FISH MARKET
SEAFOOD
EXCELLENCE
AWARDS
2015



AWARD NOMINATION PACK

PEOPLE'S CHOICE AWARD BEST SEAFOOD RESTAURANT

NOMINATIONS

Nominations for this award must include a completed nomination form that satisfies all eligibility criteria and includes all required supporting documentation.

Please note that information and submissions provided to Sydney Fish Market Pty Ltd may be used for promotional purposes.

NOMINATION CHECKLIST

Prior to sending your completed nomination form and supporting documentation, please check the list below.

Have you:

- Completed all details on the nomination form?
- Signed the nomination form?
- Ensured your business complies with the required eligibility criteria?
- The seafood restaurant feature seafood on at least 50% of its menu?
- The seafood restaurant adheres to the Australian Fish Names Standard?
- The latest seafood menu of the seafood restaurant is supplied?
- Submitted supporting documentation required by the application process?
- Typed and attached your application as a pdf or word document?
- Submitted your nomination before **midnight (AEST), Thursday 25 June, 2015?**

PLEASE NOTE: Nominations not adhering to the key judging criteria and without the requested documentation will not be accepted.

NOMINATION CLOSE DATE

Nominations for *People's Choice Award – Best Seafood Restaurant* must be received no later than **midnight (AEST), Thursday 25 June, 2015.**

ALL NOMINATIONS & ENQUIRIES TO

Petrina Bull

Seafood Excellence Awards Event Co-ordinator

awards@sydneyfishmarket.com.au

Tel: +61 2 9004 1143

HOW THIS ELECTRONIC NOMINATION FORM WORKS

1. Save this document to your desktop (click on the "File" menu and select "Save As...")
2. Complete all the relevant fields and remember to save your data
3. The signature field on the form will help you create an electronic signature. Please follow the automatic prompts.
4. Check all the details are correct and click "Save".
5. Attach this completed nomination form, your award application (addressing all key judging criteria) and additional submission documentation to an email and send to awards@sydneyfishmarket.com.au.

APPLICATION PROCESS

PEOPLE'S CHOICE AWARD BEST SEAFOOD RESTAURANT

As part of the application process for this award, the nominator must include a completed nomination form that satisfies all eligibility criteria and includes all supporting documentation outlined below.

Sydney Fish Market will strictly evaluate each nomination against the eligibility criteria for each *People's Choice Award* category.

APPLICATION PROCESS

- Nominees must be self-nominated. Nominations are due no later than **midnight (AEST), Thursday 25 June, 2015**.
- Nominations for this award must include a completed nomination form, tick all the eligibility criteria and supply the supporting documentation requested below.

ELIGIBILITY CRITERIA

The award is open to all seafood restaurants located in NSW that purchase seafood through:

- Sydney Fish Market Pty Ltd, either through its auction or direct sales systems,
OR
- A Sydney Fish Market wholesaler.

A nominated seafood restaurant must feature seafood on at least 50% of its menu and adhere to the Australian fish names standard.

The latest menu of the seafood restaurant must be supplied.

SUPPORTING DOCUMENTATION

Please answer the following questions in a separate document to be supplied to Sydney Fish Market along with the nomination form. This information will help Sydney Fish Market build your store profile for promotional purposes:

Question 1.

How long has the seafood restaurant been operating?

Question 2.

What makes the seafood restaurant unique? Any distinctive features, interesting stories, charismatic personalities, location etc.?

Question 3.

Does the menu include Australian seafood? If yes, what Australian species are featured on the menu regularly?

Question 4.

How does the restaurant guarantee accuracy of labelling on its seafood menu and ensure customers are provided accurate information about the seafood they are being served?

Question 5.

How are staff briefed about the seafood species on the menu?

Question 6.

How does the seafood restaurant consistently maintain the quality of the seafood it serves? What makes this seafood restaurant the best in NSW?

ONCE THE APPLICATION IS SUCCESSFULLY PROCESSED

Promotional collateral will be supplied to each eligible seafood restaurant to display in their stores and encourage customers to vote via SMS.

Customers will need to send their SMS to a nominated number with the correct name and suburb of their favourite participating seafood restaurant in NSW. Standard SMS charges for individual rate plans will apply.

Customers will be offered an incentive prize to encourage and reward them for their vote. Each voter will receive an entry into a prize draw to win a \$250 Sydney Seafood School cooking class voucher.

The three seafood restaurants in NSW, that receive the highest amount of votes, will be invited to an exclusive, invitation only *Sydney Fish Market Seafood Excellence Awards* evening on Thursday, 27 August 2015, where the winner will be announced. No winners will be announced before this time.

VOTING OPEN AND CLOSE DATES

Public SMS voting will **OPEN – Wednesday 1 July, 2015**

Public SMS voting will **CLOSE – midnight (AEST),**

Thursday 13 August, 2015





NOMINATION FORM

PEOPLE'S CHOICE AWARD BEST SEAFOOD RESTAURANT

Please complete and attach this form to your nomination.

Nominations for *People's Choice Award – Best Seafood Restaurant* must be received no later than **midnight (AEST), Thursday 25 June, 2015.**

Nominations addressing the key judging criteria of this award must be typed and submitted via email to:

Seafood Excellence Awards Event Co-ordinator at awards@sydneyfishmarket.com.au

Please remember to attach all requested documentation to accompany your application.

Nominations not adhering to the key judging criteria and without the requested documentation will not be accepted.

NOMINATION

This nomination is self-nomination only.

CONTACT DETAILS

NAME OF ENTITY BEING NOMINATED:

NOMINEE'S ADDRESS

STREET:

SUBURB:

STATE:

POSTCODE:

NOMINEE'S WEBSITE:

NOMINEE'S CONTACT

FULL NAME:

POSITION:

PHONE NUMBER:

EMAIL ADDRESS:

ELIGIBILITY CRITERIA

Does the seafood restaurant purchase seafood through:

Sydney Fish Market Pty Ltd directly? (Either through its auction or direct sales systems): YES

Please state Buyer Name:

Please state Buyer Number:

OR

A Sydney Fish Market wholesaler? YES

Please state wholesaler's name:

The seafood restaurant must feature seafood on at least 50% of its menu. YES

The seafood restaurant must adhere to the Australian Fish Names Standard. YES

The latest seafood menu of the seafood restaurant must be supplied with this application. YES

CERTIFICATION OF INFORMATION

I certify that the information provided in this nomination form and the supporting documentation accompanying this nomination application are, to the best of my knowledge, correct.

FULL NAME:

SIGNATURE:

DATE: