



**SYDNEY FISH MARKET**  
**SEAFOOD**  
**EXCELLENCE**  
**AWARDS**  
**2017**

**AWARD NOMINATION PACK**

**BEST SEAFOOD RETAILER (NSW)**

This award recognises high standards in seafood retailing and business initiative as the most dynamic seafood retailer in NSW.



# AWARD NOMINATION PACK

## BEST SEAFOOD RETAILER (NSW)

### NOMINATIONS

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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

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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?
- Addressed the key judging criteria of the nominated category and provided detailed responses?
- Supplied supporting evidence to accompany the nomination application, such as, additional photographs or other supporting documentation?
- Typed and attached your application as a pdf or word document?
- Nomination application submitted **no later than 11:59pm (AEST) Friday 2 June, 2017**.

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

### NOMINATION CLOSE DATE

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Nominations for *Best Seafood Retailer (NSW)* must be received **no later than 11:59pm (AEST) Friday 2 June, 2017**.

### ALL NOMINATIONS & ENQUIRIES TO

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Amy Suart

Seafood Excellence Awards Event Manager

[awards@sydneyfishmarket.com.au](mailto:awards@sydneyfishmarket.com.au)

Tel: +61 2 9004 1123

### HOW THIS ELECTRONIC NOMINATION FORM WORKS

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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](mailto:awards@sydneyfishmarket.com.au).



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# APPLICATION PROCESS

## BEST SEAFOOD RETAILER (NSW)

The judging panel will strictly evaluate each nomination against the judging criteria for each category. Nominations should therefore provide comprehensive information about the nominee, and strong evidence of how and to what degree the nominee meets the criteria.

### KEY JUDGING CRITERIA

Nominations can be self-nominated or made on behalf of someone else.

Nominations are due **no later than 11:59pm (AEST) Friday 2 June, 2017.**

All nominees must purchase seafood through Sydney Fish Market Pty Ltd, either through its auction or direct sales systems. Anonymous visits by judges or a mystery shopper may occur at each finalist seafood retailer.

Please provide a brief overview of your business and describe the features that make your business the *Best Seafood Retailer* in NSW.

Please document according to the following judging criteria:

#### Background 0

Please provide a brief history/overview of your business.

#### Quality of Product 10

Please demonstrate the steps undertaken to ensure the quality of your seafood product offering is consistently high.

#### Range of product 10

How broad is your product range? Please specify country of origin (percentages), species, diversity, form (fillets/whole), live, specialty product etc.

#### Presentation of Retail Outlet and Product 10

Describe how the presentation of your retail outlet, product displays and range of product offering drives consumer purchases at your retail outlet? Please include photographs of your retail store and product displays.

#### Customer Service and Knowledge of Seafood 10

How knowledgeable are your staff on the product sold in your retail outlet? Please outline what training staff undertake and what processes are in place to ensure staff are kept up to date with current trends/news within the seafood industry.

#### Compliance with Fish Name Standard 10

How do you monitor/ensure your retail outlet complies with the Australian Fish Names Standard? Please state the processes implemented to ensure accurate information is displayed about the seafood offered in store – e.g. correct name on price labels.

#### TOTAL SCORE /50

Where possible the nomination should include quantitative as well as qualitative evidence. Additional supporting material such as photos, reports, marketing material or any other relevant supporting documentation is recommended to complement your claim against the judging criteria.



# NOMINATION FORM

## BEST SEAFOOD RETAILER (NSW)

**Please complete and attach this form to your nomination.**

Nominations for *Best Seafood Retailer (NSW)* must be received no later than 11:59pm (AEST), Friday 2 June, 2017.

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

Seafood Excellence Awards Event Manager at [awards@sydneyfishmarket.com.au](mailto: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-nominated

By someone else

NOMINATOR'S FULL NAME:

NOMINATOR'S PHONE NUMBER:

### 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 retailer trade with Sydney Fish Market Pty Ltd? That is, supply or purchase product through its auction or direct sales systems?

YES

NO

### 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:

PRIVACY – SYDNEY FISH MARKET PTY LTD IS COMMITTED TO PROTECTING YOUR PRIVACY