***AWARDS SUBMISSION INSTRUCTIONS***

The Australian Marine Industry Awards are presented annually to reward the outstanding achievements of Australian businesses in the marine export, superyacht and commercial sectors. The Awards are organised by the Australian International Marine Export Group (AIMEX), Superyacht Australia and the Australian Commercial Marine Group (ACMG).

**AWARDS ELIGIBILITY:**

Applications are invited from current financial members of AIMEX, Superyacht Australia and/or ACMG with a registered ABN and a product or service in the marine industry sector.

**AWARDS PRESENTATION:**

The Australian Marine Industry Awards dinner will be hosted at Sanctuary Cove on Wednesday 22nd May 2024. Tickets can be purchased [here](https://www.asmex-conference.com.au/registration/).

**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 Awards. No information contained therein will be published without the express permission of the applicant.

**JUDGING CRITERIA:**

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

**OTHER AWARDS SUBMISSIONS:**

Each award category and application form can be found on our ASMEX website here: [Awards - Australian Superyacht, Marine Export & Commercial Marine Conference (asmex-conference.com.au)](https://www.asmex-conference.com.au/awards/)

**SUBMISSION CHECK LIST:**

* Company Information & Certification
* Cover Page with Logos and Images
* Award Submission Content

**SUBMITTING YOUR APPLICATION:**

Submissions are due by 9:00am AEST Tuesday 2nd April, 2024. This word document needs to be complete with all three items on the above submission check list and uploaded using the following form by the above due date or it will not be eligible for judging.

***Submission Form: [2024 Australian Marine Industry Awards Submissions (zoho.com)](https://forms.zohopublic.com/mspencer/form/2024AustralianMarineIndustryAwardsSubmissions/formperma/Uwm2Hztv7b5kJRRAKvQ-Ymlb3pT0muvESSoTRaT6bCU)***

Any questions on the Australian Marine Industry Awards please contact Melinda Frowde at [mfrowde@aimex.asn.au](mailto:mfrowde@aimex.asn.au)

***COMPANY INFORMATION & CERTIFICATION***

|  |  |
| --- | --- |
| **Name of your Organisation:** |  |
| **Year Established:** |  |
| **Year commenced Exporting (if applicable):** |  |
| **Number of Employees:** |  |
| **Trading Name:** |  |
| **Address:** |  |
| **Suburb:** |  |
| **Postcode:** |  |
| **ABN:** |  |
| **Contact Name:** |  |
| **Job Title:** |  |
| **Telephone:** |  |
| **Mobile:** |  |
| **Email:** |  |
| **Website:** |  |
| *I certify that the following information is correct to the best of my knowledge.* | |
| **Name:** |  |
| **Date:** |  |
| **Organisation name:**  *(This will be the wording you wish to be used in all publicity and on the award trophy)* |  |
| ***Name and title of the person who would accept the award on behalf of the business:*** |  |

***COVER PAGE***

*Please insert on this page:*

1. *Company Logo in high resolution PNG format*
2. *A minimum of two relevant images (including one portrait image of the nominee) which best display their organisation, products or service in high resolution jpeg format for use in pre and post competition publications*

***AWARDS SUBMISSION CONTENT***

**CATEGORY: 2024 AUSTRALIAN MARINE INDUSTRY MARKETING STRATEGY OF THE YEAR**

This is an award which recognises success from an innovative and effective marketing strategy implemented between 1 Jan– 31 Dec 2023.

***(Total Submission Limit: 500 words)***

* Outline the marketing strategies, techniques and innovations that have been utilised to achieve your results. Ensure that the information presented identifies the actions you have taken to achieve sustainable sales.
* What strategies have you implemented 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 generate new cliental or new sales in a new and innovative way? And if so, how?
* Please provide an example of this strategy (video, picture or link)