



WHY ENTER THE AWARDS?

The awards are free to enter and provide entrants with the opportunity to:

- Be recognised for their outstanding achievements and contributions to the Australian export, superyacht and commercial marine industries.
- Receive publicity and media exposure for their business products and services
- Be recognised as an inspirational leader in creating positive change and innovation in the industry
- Review project objectives and ambitions whilst reflecting on their organisations achievements
- Provide recognition and reward for employees (winning an award is a great motivator and can boost team morale)
- Remain involved with the program in future years' and establish networks with other past winners and entrants

HOW TO ENTER?

Entries can be made in more than one category. Application forms for the 2018 Australian Marine Awards can be downloaded from:

www.asmex-conference.com.au

For any clarification please contact Lhamo Johnson on 03 9867 6625 or email ljohnson@aimex.asn.au

All applications must be submitted by email to Lhamo by 5pm AEST Friday 23rd March 2018

Applications or further material will not be accepted after that date.

AWARDS PRESENTATION VENUE

The Awards presentation will take place immediately prior to the 2018 Sanctuary Cove International Boat Show at the 'Industry Gala Dinner' on the evening of Tuesday 23rd May 2018.

CONFIDENTIALITY

Information provided on the applications will be used for judging only, and will be treated in confidence by the organisers of the Australian Marine Industry Awards. No information contained therein will be published without the express permission of the applicant.

JUDGES

The judges for the 2018 Australian Marine Industry Awards are: Joe Akacich, Ken Evans, Anton Helmke, Barry Jenkins, Steve Mitchell, John Zammit.

PLEASE NOTE

All entries must be completed on the appropriate application form with a cover page in format suggested and submitted in the electronic word format. AIMEX will not accept applications that are hard copy or not on the appropriate form.

You must supply 2 - 4 photographs which best showcases your products or services in high resolution jpeg (at least 300KB) format for use in pre- and post-publications. For award categories where an individual has been nominated a high resolution profile image will be required.

You must supply your company logo in high resolution jpeg format.

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

"Rainman Desalination was delighted to win three AIMEX export awards for 2017, including Marine Exporter Of The Year. Our whole team was excited to receive industry recognition for the very hard work involved with building our company. For a relatively young company at three years since initial product launch, these awards nicely complement favourable magazine and customer reviews in adding credibility to our concept, products and company. The AIMEX press release was very well covered and generated significant additional traffic to our website. Having the award at our booth for boat shows or METS adds another talking point with existing or prospective customers. While it's difficult to measure specific effect on revenue, I do believe there was a favourable impact on global sales. I highly recommend being involved with these awards."

Ron Schroeder, Director (Rainman Desalination)

"As an Australian entrepreneur and owner of Abell Point Marina I have a vested interest in this industry to create a world-class destination marina at the gateway to the Great Barrier Reef and Whitsunday Islands. I am a major advocate of the Superyacht industry in Australia, to be recognised in front of industry for my efforts with the prestigious Superyacht Industry Champion Award was extremely rewarding. Awards like this provide significant profile for our individual businesses and the industry."

Paul Darrouzet, Owner (Abell Point Marina)

"We were thrilled to be awarded as Export Industry Champion for AIMEX in 2017. For the last 18 years GCCM has been proud to fly the Aussie flag around the world, promoting our world class facilities and the incredible depth of talent that exists here in the Australian Marine Industry. We are very passionate about our role as ambassadors for Australia and excited about the current momentum being gained on the global stage. Awards such as these recognize the hard work and achievements of our entire team of staff any onsite partners and inspire us to continually raise the bar in everything that we do."

Trenton Gay, Chief Executive Officer (Gold Coast City Marina & Shipyard)

DON'T DELAY. SUBMIT YOUR APPLICATION TODAY!

Email your form to ljohnson@aimex.asn.au by 5pm AEST 23rd March. Applications or further material will not be accepted after that date.

Forms can be downloaded from:
www.asmex-conference.com.au

Suite 611, 1 Queens Road, Melbourne VIC 3004
Ph: 03 9867 6625 Fax 03 9867 6590

www.aimex.asn.au

YOUR INVITATION TO APPLY FOR THE

2018 AUSTRALIAN MARINE INDUSTRY AWARDS

PUT YOUR BUSINESS AT THE FOREFRONT OF THE MARINE INDUSTRY

ENTRIES CLOSE AT 5PM AEST
23RD MARCH 2018



RECOGNISING INNOVATION & EXCELLENCE IN AUSTRALIA

EXPORT AWARDS ELIGIBILITY

Applications are invited from any organisation or firm that exports marine goods and services of Australian origin and that meet the awards criteria (outlined below).

To be eligible to apply an applicant must:

- Earn foreign exchange
- Indicate that the product/service is predominantly of Australian content
- Have Australia as the principle place of business
- Export sales are defined as invoiced sales in the period 1 January – 31 December 2017
- Hold a registered ABN

CATEGORIES**1. MOST INNOVATIVE MARINE INDUSTRY EXPORTED PRODUCT OR SERVICE**

This award recognises the innovation in your products and services launched to the market in 2017.

Criteria:

- Describe your marine industry export product/service, why you believe it to be innovative, and how it will provide excellent export potential within the marine industry in today's global environment.
- Explain how your product or service is at the forefront of innovation including how the demand for the product was identified and explain the process undertaken to develop the product.
- How has it been introduced to the global market and how has it been accepted? Was there a gap in the market that you filled with this innovation?
- Has the culture within your business supported this innovation and how important is innovation to the success of your business?

2. MARINE INDUSTRY EXPORT CHAMPION

This is an award which recognises an individual's effort in the marine industry and how they have contributed to the success of their business and the broader marine industry. This cannot be a self-

nomination and must be put forward by another industry person or company that is an AIMEX, Superyacht Australia or ACMG member.

Criteria:

- Please detail the nominees current profile/ career overview including positions held within the industry.
- Describe to the best of your knowledge the nominees' personal contribution to Australia's Marine Export sector.
- What are their most outstanding achievements in the marine industry?
- Do you know if he/she has been successful in other industry awards?
- What are their export aspirations and strategies?
- How have they promoted the Australian marine sector internationally?

3. BEST MARINE INDUSTRY EXPORT PERFORMANCE

This award category has three options depending on business turnover as detailed below. This award recognises your marine export success. By applying for category 3 and category 4 you are automatically eligible for category 5 the Exporter of the Year Award.

(a) Best Marine Industry Export Performance (SMALL EXPORTER)

To qualify for this category your invoiced export sales over the period 1 Jan - 31 Dec 2017 must have been less than \$500K.

(b) Best Marine Industry Export Performance (MEDIUM EXPORTER)

To qualify for this category your invoiced export sales over the period 1 Jan - 31 Dec 2017 must have been between \$500K - \$2mil.

(c) Best Marine Industry Export Performance (LARGE EXPORTER)

To qualify for this category your invoiced export sales over the period 1 Jan - 31 Dec 2017 must have been more than \$2mil.

Criteria:

- Explain your export business performance from 1 Jan – 31 Dec 2017 in terms of dollars detailing the percentage of this that represents export sales.
- By what percentage did your export sales grow in the 2017 calendar year?

- Explain how your business has made inroads into the global market effectively. What strategies have been undertaken to achieve this?
- How many countries do you export to and which markets have the greatest potential for your product?
- How have you continued successful trading in the current economic climate?
- What is your international competitive advantage?
- What are the key success factors for exporters?
- Provide an overview of your businesses employee structure for 2017. What portion of these employees were involved in your export effort?

4. BEST MARINE INDUSTRY EXPORT MARKETING STRATEGY

This award recognises the success of your export marketing strategy and how this strategy has increased your export markets.

Criteria:

- Outline the marketing strategies, techniques and innovations that your company has used for your specific

product, product group or market to achieve your export results.

- What strategies have you implemented to 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?

5. 2018 MARINE INDUSTRY EXPORTER OF THE YEAR

One company will receive the 2018 Australian Marine Industry Exporter of the Year Award. This award is based on the accumulated scores from categories 3 and 4 only.

SUPERYACHT AWARDS ELIGIBILITY

Applications are invited from any organisation or firm of Australian origin.

To be eligible to apply an applicant must:

- Indicate that the product/service is predominantly of Australian content
- Have Australia as the principle place of business
- Hold a registered ABN

CATEGORIES**1. 2018 SUPERYACHT INDUSTRY BUSINESS OF THE YEAR – SERVICE PROVIDER**

This award recognises your services to the superyacht industry. To qualify for this category your business must be an Australian business either state based or national.

- Describe your superyacht industry service, why you believe it to be valuable to the industry and how you provide excellent service to the industry in today's global environment.
- What is your business structure, when was it established, how many employees did you have in 2016 and 2017?
- Explain how your service provides support to the Superyacht sector and what your key success ingredients are.
- Provide an overview of your marketing strategy to drive business within the superyacht sector.
- Was there a gap in the market for this service, what is your competitive advantage?

- How have you continued successful trading with the changes in the economic climate?
- 2. 2017 SUPERYACHT INDUSTRY BUSINESS OF THE YEAR – MANUFACTURER**

This award recognises your product in the superyacht industry. To qualify for this category your business must be an Australian business either state based or national.

- Describe your superyacht industry product and how it has supported the superyacht industry both in Australia and globally (if applicable).
- What is your business structure, when was it established, how many employees did you have in 2016 and 2017?
- Explain how your product provides support to the superyacht sector and what your key success ingredients are.
- Provide an overview of your marketing strategy to drive business within the superyacht sector.
- Was there a gap in the market for this product, what is your competitive advantage?
- How have you continued successful trading in the current global environment?

3. SUPERYACHT INDUSTRY CHAMPION

This is an award which recognises an individual's effort in the superyacht industry and how they have contributed to the success of the superyacht industry. This cannot be a self-nomination and must be put forward by another industry person or company that is an AIMEX, Superyacht Australia or ACMG member.

Criteria:

- Please detail the nominees current profile/career overview including positions held within the industry.
- Describe to the best of your knowledge the nominees' personal contribution to Australia's superyacht sector.
- What are their most outstanding achievements in the superyacht industry?
- Do you know if he/she has been successful in other industry awards?
- What are their superyacht industry aspirations and strategies?
- How have they promoted the Australian superyacht sector internationally?

This year a new and exciting award has been introduced!

The Australian Voyage Award

Further information can be found at www.asmex-conference.com.au

**COMMERCIAL AWARDS ELIGIBILITY**

Applications are invited from any organisation or firm that has a registered ABN and a product or service in the non-recreational marine industry sector that has significant contribution to the Australian commercial marine industry.

CATEGORIES**1. 2018 COMMERCIAL MARINE MANUFACTURER OF THE YEAR**

This award recognises product manufacture and shipbuilding in the Australian commercial marine sector (i.e. non-recreational marine).

Criteria:

- Describe your commercial marine product/s
- What is your business structure, when was it established, how many employees did you have in the last 3 years?
- What are your business growth rates over the last 3 years?
- What are your key strategies for success?
- Provide an overview of your marketing strategy to drive business within the commercial sector
- Was there a gap in the market for this product?
- What is your competitive advantage?
- What percentage of your turnover is exported?

2. 2018 COMMERCIAL MARINE SERVICE PROVIDER OF THE YEAR

This award recognises service provision in the Australian commercial marine sector.

Criteria:

- Describe your commercial marine service, why you believe it to be valuable to the industry and how you provide excellent service to the industry in the global marketplace?
- What is your business structure, when was it established, how many employees did you have in the last 3 years?
- What are your business growth rates over the last 3 years?
- Explain how your service provides support to the commercial marine sector
- What are your key strategies for success?
- Provide an overview of your marketing strategy to drive business within the commercial sector
- Was there a gap in the market for this service?
- What is your competitive advantage?
- What percentage of your turnover is exported?

3. 2017 MOST INNOVATIVE MARINE INDUSTRY COMMERCIAL PRODUCT OR SERVICE

This award recognises the innovation in products and services launched to the market in 2017 (i.e. sales have been made – product is past the proof of concept stage).

Criteria:

- Describe your commercial marine industry product/ service, why you believe it to be innovative

- How will it provide excellent potential within the commercial marine industry in today's global environment?
- Explain how your product or service is at the forefront of innovation including how the demand for the product was identified and explain the process undertaken to develop the product
- How has it been introduced to the market and how has it been accepted?
- Was there a gap in the market that you filled with this innovation?
- How has the culture within your business supported this innovation?

4. COMMERCIAL MARINE INDUSTRY CHAMPION

This is an award which recognises an individual Australian's efforts in the commercial marine sector and how they have contributed to the success of the Australian commercial marine sector. This cannot be a self-nomination and must be nominated by another industry person or company that is an AIMEX, Superyacht Australia or ACMG member.

Criteria:

- Please detail the nominee's current profile/career overview including positions held within the industry
- Describe to the best of your knowledge the nominees' personal contribution to Australia's commercial marine sector
- What are their most outstanding achievements in the commercial marine sector?
- What other industry awards have they achieved?
- What are their professional aspirations and strategies?
- How have they promoted the Australian Commercial Marine sector internationally?