

19TH ANNUAL INDUSTRY AWARDS



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NOMINATIONS ARE INVITED FOR THE 2018 COMPLEMENTARY MEDICINES INDUSTRY AWARDS.

The closing dates for Awards are:

The Lady Cilento Award: 27 August 2018 and 3 September 2018 for all other award categories.

Nominating for an award provides clear benefits, including an opportunity to reflect on your business and its operations. Award winners benefit from the recognition and additional exposure, which can assist in supporting your brand, building your customer base and attracting investors.

AWARDS

Lady Cilento Award

Social Selling Award

Exporter of the Year Award

Innovator of the Year Award - Sponsored by Foodsource

Most Outstanding Marketing Campaign

Wholesaler / Distributor of the Year - Sponsored by Transchem

High Quality Manufacturer of the Year - Sponsored by DSM Nutritional Products

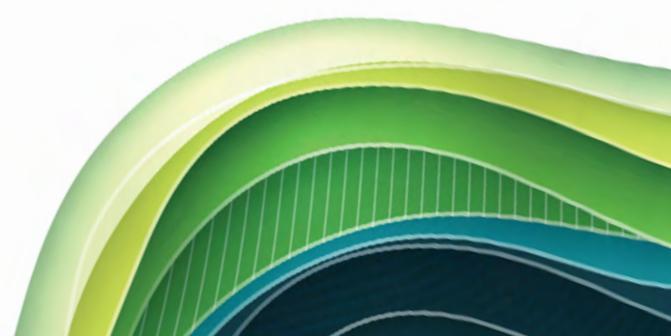
Most Outstanding Industry Contributor of the Year

Quality Raw Material Supplier of the Year – Sponsored by Network Nutrition

Vince Russell Retailer of the Year

Most Outstanding Contribution to Research, Education or Training

Judges' Choice Award



GENERAL GUIDELINES

- The Lady Cilento Award will be judged by the Board of Directors; all other awards will be judged by an independent panel of experts which will treat all information as commercially confidential.
- The Lady Cilento Award may be presented to individuals that are not a current CMA member. All other awards are only open to current CMA members.
- A nominator cannot nominate more than one recipient (individual/business) per award category per year and may nominate themselves.
- No weight is given to the number of nominations received.

LADY CILENTO AWARD

This is the complementary medicine industry's most prestigious award, recognising an individual's life-time achievements and outstanding contribution to the industry and community. The award acknowledges the individual's professionalism, contribution of outstanding merit and reflection of high aspirations benefiting the complementary healthcare ethos. Nominees must be a current or previous CMA member and must not have been awarded the Lady Cilento Award in previous years.

SELECTION CRITERIA

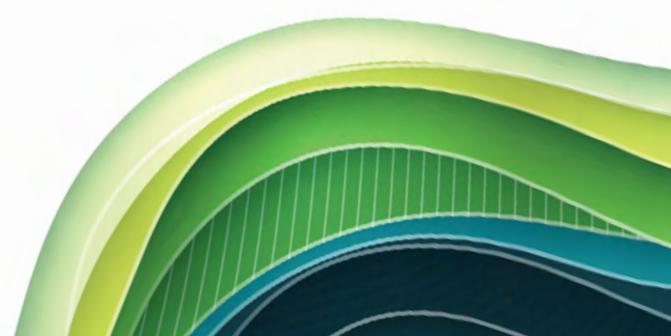
In choosing the recipient of the Lady Cilento Award, regard will be given to the following:

- The nominee's level of contribution to the complementary medicines industry
- Contribution to improvement of the complementary medicines industry's standing and respect within the wider community
- Demonstrated excellence in their field
- Individual professionalism

The CMA Board will also give consideration to the following in assessing and comparing nominations against the above criteria:

- Personal, academic and professional achievements
- Demonstrated leadership
- Personal interests and community involvement
- Contribution to employment in Australia

The closing date for Lady Cilento Award nominations is 27 August 2018



SOCIAL SELLING AWARD

Supported by Direct Selling Australia, along with CMA, this award recognises excellence demonstrated by an organisation that provides quality complementary medicines to consumers via the vibrant and growing direct selling sales channel.

SELECTION CRITERIA

In choosing the recipient(s) of the Social Selling Award, regard will be given to the following:

- The nominee's level and excellence in delivery of training and support for field representatives
- Demonstrated excellence in the field, including product and/or marketing innovation
- Recognition for exceptional standards and quality assurance

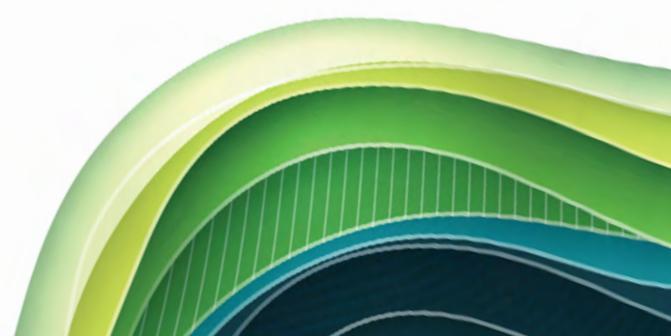
EXPORTER OF THE YEAR AWARD

The Exporter of the Year Award recognises excellence demonstrated by a member engaged in international business, who is achieving sustainable growth through innovation and commitment to exporting. The award measures firms based on the strength of their strategy in securing a foothold in new markets or enhancing their brand in established markets.

SELECTION CRITERIA

In choosing the recipient(s) of the Exporter of the Year Award, regard will be given to the following:

- Evidence of a competitive edge in product, marketing approach, relationship building or addressing cultural barriers
- Export growth achieved and strategy to sustain that growth
- The nominee's degree of innovation and use of technology in their exporting strategy
- Commitment to the Australian complementary medicine industry's international branding for excellence and reputation for safety and quality



INNOVATOR OF THE YEAR AWARD

SPONSORED BY FOODSOURCE

The Innovator of the Year Award recognises excellence demonstrated by a member who has successfully applied new ideas within their business to create value and drive performance. This could be innovation in product or service, process innovation, marketing strategy, business model, sustainability or any other aspect of the business.

SELECTION CRITERIA

In choosing the recipient(s) of the Innovator of the Year Award, regard will be given to the following:

- Evidence of a creative, inspirational or innovative idea in any aspect or aspects of the business
- The novelty – the degree to which the program or initiative demonstrates a leap in creativity
- It's effectiveness – the degree of value added to consumer health and wellness and to the business in terms of performance, growth and profitability
- Its significance – the degree to which to program or initiative creates change or successfully provides a solution for new or existing business needs

WHOLESALE / DISTRIBUTOR OF THE YEAR

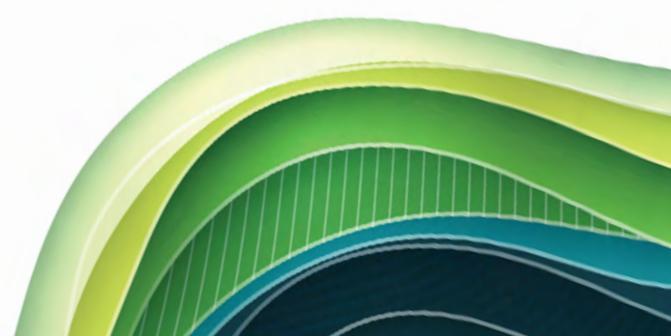
SPONSORED BY TRANSCHEM

This award honours the Wholesaler or Distributor that has made the most significant contribution to the complementary medicines industry throughout the past 12 months.

SELECTION CRITERIA

In choosing the recipient(s) of the Wholesaler/Distributor of the Year Award, regard will be given to the following:

- Company has represented the industry to the highest standard
- Made a significant contribution to the complementary medicines industry by accessing unique innovative ingredients/products
- Commitment to delivering the highest quality products/ represents and promotes high quality ingredients



MOST OUTSTANDING MARKETING CAMPAIGN

This award recognises the complementary medicine industry's best marketing campaign for the year. The award is based on the strength and relevance of the message for the stated target audience, credible image of the product or service reflected by the campaign, its duration and the campaign's commercial success. This includes the presentation of information for consumers about the complementary medicines industry in either print, electronic or website format.

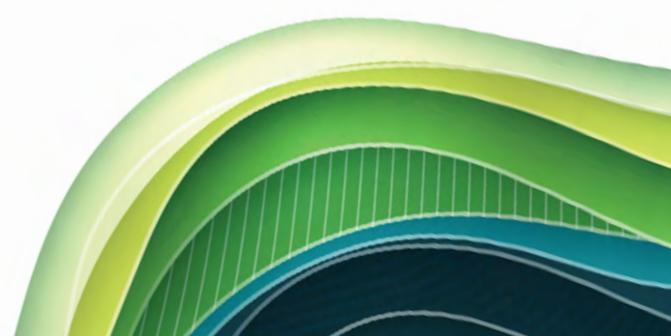
SELECTION CRITERIA

In choosing the recipient(s) of the Most Outstanding Marketing Campaign Award, regard will be given to the following:

- Objectives of the publication / campaign and how the objectives were met.
- Sales performance as a result of advertising campaign
- Consumer and retailer feedback on campaign / publication
- Credibility the publication / campaign brings to the complementary medicines industry

The Independent Panel will also give consideration to the following in assessing and comparing nominations against the above criteria:

- Campaign name
- Period of campaign
- Presentation and layout
- Target audience
- Media used
- Quality of writing or 'creative brief'



HIGH QUALITY MANUFACTURER OF THE YEAR

SPONSORED BY DSM NUTRITIONAL PRODUCTS

This award honours the manufacturer of the year and celebrates the company that has made the most significant contribution to the complementary medicines industry throughout the past year.

SELECTION CRITERIA

In choosing the recipient(s) of the High Quality Manufacturer of the Year Award, regard will be given to the following:

- Commitment to and production of the highest standard products, and represents the complementary medicines industry to the highest standard
- Invests in manufacturing processes that contributes to raising the quality of complementary medicines
- Demonstrates a clear commitment to environment, with actions which reduce the environmental footprint

QUALITY RAW MATERIAL SUPPLIER OF THE YEAR

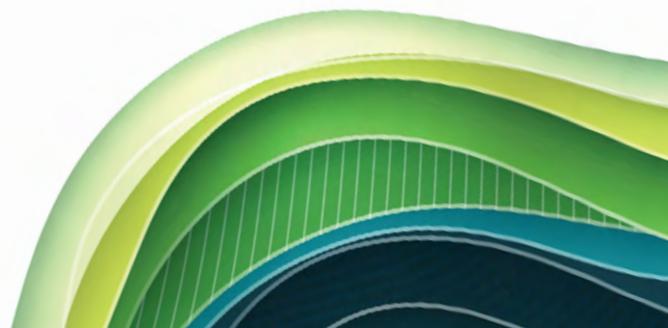
SPONSORED BY NETWORK NUTRITION

This award recognises the complementary medicines industry's quality raw material supplier of the year, who supply supported products and are highly respected by industry partners.

SELECTION CRITERIA

In choosing the recipient(s) of the Quality Raw Material Supplier of the Year Award, regard will be given to the following:

- Represent quality raw materials and support product with quality information and/or research
- Held in high esteem by industry partners
- Excellence in customer service
- Contribution to the complementary medicines industry above their business requirements
- Introduction of innovative new raw materials



VINCE RUSSELL RETAILER OF THE YEAR

This award honours the most outstanding complementary healthcare industry retailer in the last 12 months. It is awarded for their creativity and innovation in retailing and for a positive contribution made to the community and industry.

SELECTION CRITERIA

In choosing the recipient(s) of the Vince Russell Retailer of the Year Award, regard will be given to the following:

- Contribution to the complementary healthcare industry during the year and previous years
- Level of respect by those who work with them and by their customers
- Encourages staff to achieve excellence
- Testimonials from industry partners or customers

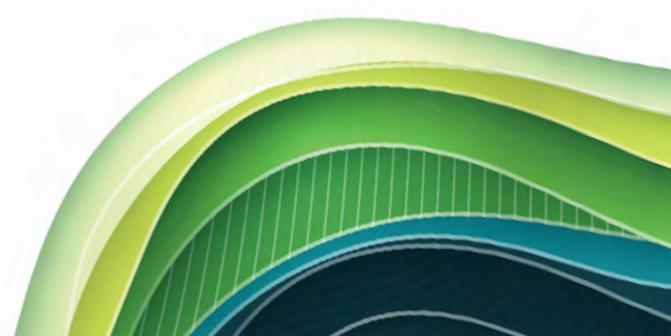
MOST OUTSTANDING CONTRIBUTION TO RESEARCH, EDUCATION OR TRAINING

This award honours the most outstanding contribution or breakthrough by an individual or small team in education, research or training for the advancement and benefit of the complementary medicines industry.

SELECTION CRITERIA

In choosing the recipient(s) of the Most Outstanding Contribution to Research, Education or Training Award regard will be given to the following:

- Level of personal commitment
- Positive outcomes achieved
- Significant research contributions and/or innovation to the complementary medicines industry (for research only)
- Outstanding organisation and/or innovation in the delivery of educational/training programs for the complementary medicines product industry (training/education only)
- Contribution to the improvement of training and/or education to the complementary medicines industry (training/education only)



MOST OUTSTANDING INDUSTRY CONTRIBUTOR OF THE YEAR

This award honours and recognises the consistent, dedicated contribution of an individual or team to the advancement and promotion of any aspect of the complementary health industry in the last 12 months.

SELECTION CRITERIA

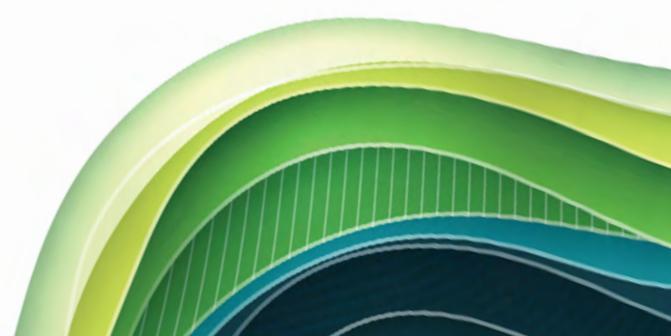
In choosing the recipient(s) of the Most Outstanding Contributor of the Year Award regard will be given to the following:

- Outstanding contributions to community or environment in support of the complementary medicines industry
- Demonstrated professional improvement and value-adding to the complementary medicines industry
- Experience and dedication to an ethos of enhancing health and well-being
- Contribution to employers, colleagues, staff and industry
- Education and enhancement of skills

JUDGES' CHOICE AWARD

Occasionally the Judges receive an outstanding nomination that showcases the very best of our industry, or embraces a new standard in quality or an innovation that will transform our sector - but falls out of the selection criteria of a particular award.

To acknowledge entrants who have an outstanding nomination deserving of recognition, the CMA Board of directors have introduced the Judges Choice Award to be awarded at the discretion of the Judging Panel.



CONDITIONS OF ENTRY:

1. The Awards Committee and Complementary Medicines Australia (CMA) reserve the right to verify and validate information contained in the entry or subsequently added.
2. The Awards Committee, all of whom are experienced industry personnel, will undertake judging, and the majority rule will apply.
3. The Award Committee decision will be final, and no discussion will be entered into. A committee member will absent him/herself from voting on any category where he/she has an interest or any of the nominees are associated with him/her.
4. Announcement and presentation to the winner/s will be made at the awards ceremony during the Annual Industry Awards Dinner to be held on Wednesday, 19 September 2018 at Dockside, Cockle Bay, Sydney.
5. The Awards Committee reserves the right to omit an award for a particular category, on the basis of a committee decision.
6. Lady Cilento Award nominations must be received by CMA 27 August 2018.
7. All other award entries must be received by CMA by COB 3 September 2018. No entries will be accepted after this date.

NOMINEE ELIGIBILITY:

1. An award nomination must be supported by a 200 word (minimum) summary addressing the selection criteria and a reasonable amount of evidence. Evidence attached should include a copy of the publication / report / research /campaign where applicable.
2. In most cases nominees need not fulfil every selection criterion, but should be exemplary representatives of their profession and fit the majority of qualities required.
3. Industry contributions, publications and campaigns must have been made over the last financial year. The Lady Cilento Award is the only exception to the rule.
4. All websites and advertisements nominated must be compliant with the CMA Marketing and Supply Code of Practice.
5. Nominees must be current financial members of the CMA unless nominated for the Lady Cilento Awards. Lady Cilento Nominees must have been previous CMA members.
6. Nominees can nominate themselves providing they are a current financial member of CMA. The Lady Cilento award may become an exception, if the nominee has been a previous CMA member, they may also nominate themselves.

DISCLAIMER:

Although CMA reserves the right to verify evidence, the awards committee will rely strictly on the evidence provided at nomination to determine a winner.

