



HOW TO ENTER

Australian Macadamias Innovation Challenge 2 entry instructions and requirements.

This form contains all the information you need to complete the online entry form and be in the running to become one of the ten shortlisted entries. For further information, please see our FAQs page or Terms & Conditions page.

HINTS AND TIPS

- All products created must use macadamias as an ingredient and they must be macadamia pieces of styles 4 to 8 or meal. Style 4 is primarily half kernels and 5 to 8 relate to various sizes of chips and small pieces. Refer to our macadamias page for more information and instructions for preparing macadamia pieces of the required styles.
- All creations should be suitable for new packaged food mass production, not consumer recipes.
- Use your Word character count tool or a website such as wordcounter.net to create your written entry, as the online form has limited characters as detailed below.
- All the required fields of the entry form have to be completed in one session (you cannot save and fill in later) so make sure you've prepared a draft before entering.
- All entries must be written in English.
- You will be judged largely on the innovation and potential mass appeal of your creation. The three main questions the shortlisting judges will focus on are number 5, 8 and 9 below. All fields are mandatory and will support the judging of the innovation.

ENTRY INSTRUCTIONS

Decide if you are entering individually or as a team:

- Individual entrants have the opportunity to WIN one of two, 5-night trips to Fi Europe in Paris in December 2019.
- Team entries have the opportunity to WIN a shared AUD\$5,000 cash grant towards their career or study endeavours.

For more information see our prizes page.

If you are entering individually you will need to select if you are entering under a student or professional entry. To qualify as a student, you must be attending a university or other relevant educational institution. If you are not a student you should enter via the professional option.

ABOUT YOU OR YOUR TEAM SECTION

Each team member must fill out their own personal details (name, email, phone and address) and personally consent to the Challenge Terms and Conditions and Privacy Policy.

Entry category

You will need to select from: Individual student -or- Individual professional -or- Team entry.

ABOUT YOUR CREATION

1. Give your creation a name:
Please name your creation using a title that best describes it. (150 characters max.)
2. Description:
Please describe your creation. (200 characters max.)
3. Choose your entry category:
You will be required to select which of these four categories your creation fits in:
 1. Confectionary
This includes sweets and chocolates with either a Western or Asian flavour profile.
 2. Cereals
This includes cereals with either a Western or Asian flavour profile.
 3. Snacks and snack mixes
This includes sweet, savoury or healthy snack and snack mixes, balls and cereal or other bars with either a Western or Asian flavour profile.
 4. Future foods
This blue sky category includes visionary food products that are new to market with either a Western or Asian flavour profile.
4. Select if you are entering a Western or Asian flavour profile creation:
Is your creation targeted at a Western or Asian palate?
5. Let us know the consumer insight or trend behind your creation
Provide a summary of the consumer insight or market trend/opportunity that inspired your creation. (3000 characters max.)
6. Describe the taste and unique qualities of your product along with how Australian Macadamias make your product innovative:
Let us know what your product tastes like, the key quality attributes, benefits and any unique selling points. Describe how Australian Macadamias contribute to making your creation innovative. (2000 characters max.)
7. Describe the market opportunity to commercialise your product.
Include research, insights or rationale behind the market opportunity to produce and sell your product.
8. Demonstrate that your creation is:
 - a. A new to market product.
Describe here any research conducted to establish that your creation is new to market.
OR
 - b. A variant on an existing product, adapted or significantly improved:
If you are adapting an existing product, describe here the rationale for the improved variant you have created. (2000 characters max.)
9. Considerations for mass production:
Describe the practical commercial considerations that may need to be considered for mass production, covering aspects such as shelf life, packaging, marketing and cost. (2000 characters max.)
10. Ingredients quantity and method:
List the ingredients and quantities using the metric system including the number or weight of ingredients. Describe how to make your creation using the ingredients listed and the yield claimed.
11. Please list all channels your heard about the challenge from:
Please tell us how you heard about the challenge including all channels you heard about the challenge from. If you heard about the challenge from your University contact, please provide their name and the University name.
12. Upload a photo:
Please upload a single photo of your creation.

DATES TO DIARY. TO PROCEED AS A FINALIST IN THE CHALLENGE

10 shortlisted entries will be contacted before the 30th January 2019 to confirm their attendance at the judging event on the 3rd & 4th April 2019 in Bryon Bay, NSW. Australia.