



Dairy Industry  
Association  
of Australia

2024

THE AUSTRALIAN DAIRY  
**AWARDS**  
OF EXCELLENCE



PRESENTED BY



Prospectus





# Our Product Competitions

The DIAA proudly hosts Australia's only dairy-dedicated national and state product competitions. Our unique competitions offer entrants a plethora of commercial, innovative and creative benefits that help grow their company at an affordable cost that maximises their ROI.

Each year over 200 dairy producers enter over 2,500 products in one of 112 product categories. Entrants get valuable feedback, and awards are made based on the entries' technical merit and are judged by industry experts selected for their specific dairy product knowledge.

The DIAA has two delivery models for competitions. The DIAA solely operates the event at the National, Victorian, Queensland, New South Wales and Western Australian competitions. In Tasmania and South Australia, we operate the competitions in partnership with the relevant Royal Agricultural Society.



# Who Can Enter

For an entry to be eligible, all dairy products entered into the competitions must be manufactured in Australia, comply with the Dairy Products clause of the Food Standards Australia New Zealand Food Standards Code and be available commercially (i.e. not manufactured or packed, especially for the competition). The company entering the products must be its manufacturer or the packer of the entered product.

Full details on eligibility, competition classes and entry requirements are outlined in the Exhibitors' Guide for each competition and are available on the DIAA website.

All manufacturers entering DIAA competitions must have at least one member of the DIAA on staff. For more information on joining the DIAA, visit [www.diaa.asn.au/join/](http://www.diaa.asn.au/join/)

Australian dairy products are our passion, and we would welcome the opportunity to judge your companies products

*Carl Partridge*  
CEO

# Benefits

It's not just about winning. Some businesses and individuals, hesitate to submit products because they doubt their chances of winning. Of course, winning a prestigious business award comes with significant value. However, simply participating can also be rewarding. The benefits of entering an award, even if you don't win, shouldn't be underestimated.

## Here are just some of the benefits

- **Brand Awareness**- If your business is new or not particularly large, you may struggle to generate awareness of your brand in the eyes of your target audiences. Our awards solve this.
- **Positioning** - Winning, or even just entering a prestigious awards program can position your brand and your business as an industry leader in the eyes of customers, prospects and other stakeholders. It can give you an immediate competitive advantage over those competitors who fail to participate. The third-party endorsement of an awards program gives you credibility that they lack.
- **Benchmark** - against your competition
- **Technical feedback** - for every product that is entered



# Benefits

- **Strategic alignment and direction** - learn more about your product and how it performs
- **Customer Acquisition and Retention** - The ultimate benefit of entering an awards program, generating brand awareness and enhancing your brand positioning is the potential boost to sales, customer acquisition, customer retention, revenue and profit.
- **Networking** - If you are an award finalist and can attend the presentation event, you have a further chance to network with the judges (who also usually attend) and other leading companies and individuals. This can be an excellent opportunity to establish relationships and forge invaluable alliances.



# Benefits

- **Marketing Costs** - Not many marketing or promotional tactics are as cost-effective as participating in an awards program. Publicising your win in the media is a show fire hit.
- **Recruitment** - If your business has ever had problems in attracting the best candidates for advertised positions, the recognition of an award win can help. Promoting your company as an 'award-winning enterprise or product' in job advertisements doesn't hurt.
- **Employee morale and retention** -When your company wins an award, your existing employees will likely experience a surge of pride and increased loyalty.
- **Product and Service Quality** - You'll be forced to compare your products and services directly with those of your competitors. This, in turn, will encourage you to improve all aspects of your business continually
- **Gold and Silver medal winners** - are invited to use the images of the medals on the winning products' packaging For gold medal winners, the DIAA competitions also act as a gateway to the Australian Grand Dairy Awards, administered by Dairy Australia

# What Our Clients Say

**100%**

of respondents said entering our competition is important, very important or critical to their success.

**60%**

of respondents use the medal artwork on product packaging

**53%**

of respondents use their awards in tender submissions

**85%**

of respondents say that the awards drive staff moral resulting in uplifts in quality and product innovation



“winning created a sense of curiosity and people just pop up even just for a taste”



# Sponsoring a Competition Trophy

One of the primary motivations for companies to sponsor our awards is to increase brand awareness and exposure.

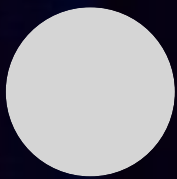
Sponsors want to be associated with a positive and reputable event that aligns with their values and target audience. \

Companies can improve their visibility and gain exposure to a broader audience by associating themselves with our prestigious awards programme. This can be particularly valuable for companies looking to increase their market share or expand into new markets.

Our competitions are a cost-effective and efficient way of achieving this.



# Sponsoring a Competition Trophy



**Platinum - \$2,400 plus GST**



**Gold - \$1,500 plus GST**



**Silver - \$1,000 plus GST**

For pricing and availability of trophy and event sponsorship, please email [partnerships@diaa.asn.au](mailto:partnerships@diaa.asn.au) or call +61 3 8742 6600

# EVENT PREMIER PARTNER

## \$20,000 PLUS GST (One Event Premier Partner)

This partnership package is the top-tier alliance. It includes the ultimate level of benefits and exclusive options that best align with your business priorities. A key benefit is the opportunity to be the event's presenting partner where attending guests include; government dignitaries, sponsors and key business representatives. As the event's single Premier Partner, you will receive exceptional benefits, including:

### **Company and Brand Recognition at the 2024 Australian Dairy Awards of Excellence Gala Dinner**

- o Recognition as the Partner status of the 2024 Australian Dairy Awards of Excellence Gala Dinner – Level 1
- o Opportunity to make a short speech and/ or show a video on the night ( 3 minutes total).
- o Acknowledgement on all event collateral: "2024 Australian Dairy Awards of Excellence Gala Dinner, presented in conjunction with "Your Status", "Your Company Name".
- o Prominent display of company logo on official digital presentation throughout the event – Level 1
- o Verbal acknowledgment from event MC of sponsorship level

### **Company Marketing Opportunities**

#### **Advertising**

- o A two ( 2 ) page spread in the ' Australian Dairy Foods' and is valued at \$5,000.



# EVENT PREMIER PARTNER

## (Continued)

### At Venue Promotion

- o Opportunity to erect a “pop up” style stand (supplied by sponsor) in the function space
- o Prominent display of one company “pop up banner” banner (supplied by sponsor) in the function space.
- o Exclusive Co-branding with the DIAA on the photographic backdrop that will feature in all award presentation photos
- o Your company logo on the sponsored table (only available to major event sponsors)
- o Opportunity to provide door prize (at sponsor’s cost)

### Pre and Post-Event Promotion

- o Company logo on gala dinner marketing collateral
- o Company logo and partner acknowledgment on digital communications and assets, e.g. event website, event update emails, post-event communications, as well as logo and direct hyperlink to your company’s website on the 2024 Australian Dairy Awards of Excellence Gala Dinner website page.

### **Networking with Business and Industry Leaders**

- o One ( 1 ) DIAA Annual Membership
- o Twenty (20) complimentary tickets to the Gala Dinner.
- o VIP seating arrangements in premier location and introductions facilitated by a DIAA Board member assisting the company for the evening – Level 1

# EVENT SIGNATURE PARTNER

## \$10,000 PLUS GST (Four Event Signature Partners)

The Signature Partnership provides excellent value for your business at the event. A major benefit of this partnership includes the opportunity to include a promotional initiative to showcase your brand at the event. You will be recognised in all the main areas of the event with the opportunity to invite key clients and team members to enjoy the celebration.

### **Company and Brand Recognition at the 2024 Australian Dairy Awards of Excellence Gala Dinner**

- o Recognition as the Partner status of the 2024 Australian Dairy Awards of Excellence Gala Dinner.
- o Acknowledgement on all event collateral: "2024 Australian Dairy Awards of Excellence Gala Dinner, presented in conjunction with "Your Status", "Your Company Name".
- o Prominent display of company logo on official digital presentation throughout the event – Level 2
- o Verbal acknowledgment from event MC of sponsorship level



### **Company Marketing Opportunities**

Advertising

- o None





# EVENT SIGNATURE PARTNER

## (Continued)

### At Venue Promotion

- o Prominent display of one company “pop up banner” banner (supplied by sponsor) in the function space.
- o Your company logo on the sponsored table (only available to major event sponsors)
- o Opportunity to provide door prize (at sponsor’s cost)

### Pre and Post-Event Promotion

- o Company logo on gala dinner marketing collateral
- o Company logo and partner acknowledgment on digital communications and assets, e.g. event website, event update emails, post-event communications, as well as logo and direct hyperlink to your company’s website on the 2024 Australian Dairy Awards of Excellence Gala Dinner website page.

### **Networking with Business and Industry Leaders**

- o One ( 1 ) DIAA Annual Membership
- o Ten (10) complimentary tickets to the Gala Dinner.
- o VIP seating arrangements in premier location and introductions facilitated by a DIAA Board member assisting the company for the evening – Level 2

# EVENT FOUNDATION PARTNER

**\$5,000 PLUS GST** (Four Event Foundation Partner)

This affordable partnership level provides your business with some core sponsorship benefits to ensure you have a strong presence at the event. Your investment of \$ 5,000 will secure:

## **Company and Brand Recognition at the 2024 Australian Dairy Awards of Excellence Gala Dinner**

- Recognition as the Partner status of the 2024 Australian Dairy Awards of Excellence Gala Dinner – Level 3
- Acknowledgement on all event collateral: "2024 Australian Dairy Awards of Excellence Gala Dinner, presented in conjunction with "Your Status", "Your Company Name".
- Prominent display of company logo on official digital presentation throughout the event.
- Verbal acknowledgment from event MC of sponsorship level

## **Company Marketing Opportunities**



### **Advertising**

- None

### **At Venue Promotion**

- Opportunity to provide door prize (at sponsor's cost)





# EVENT FOUNDATION PARTNER (Continued)

## Pre and Post-Event Promotion

- Company logo on gala dinner marketing collateral
- Company logo and partner acknowledgment on digital communications and assets, e.g. event website, event update emails, post-event communications, as well as logo and direct hyperlink to your company's website on the 2024 Australian Dairy Awards of Excellence Gala Dinner website page.

## Networking with Business and Industry Leaders

- Five (5) complimentary tickets to the Gala Dinner.
- VIP seating arrangements in premier location

# MASTER OF CEREMONIES

## \$4,500 Plus GST

### Company and Brand Recognition at the 2024 Australian Dairy Awards of Excellence Gala Dinner

- Opportunity to introduce the MC on the night
- Prominent display of company logo on official digital presentation throughout the event – Level 3

### Company Marketing Opportunities

#### Advertising

- None

#### At Venue Promotion

- Opportunity to provide door prize (at sponsor's cost)

#### Pre and Post-Event Promotion

- None

### Networking with Business and Industry Leaders

- Three (3) complimentary tickets to the Gala Dinner.
- VIP seating arrangements in premier location and introductions facilitated by a DIAA Board member assisting the company for the evening
- VIP seating arrangements in premier location - Level 3



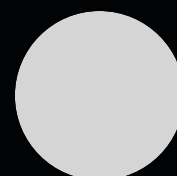


# TROPHY PARTNERS

Trophy sponsorship categories are arranged based on the level of trophy prestige.

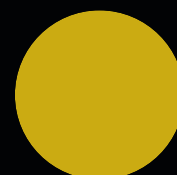
## Platinum Trophies - \$2,400 plus GST

- Three (3) Awards of Excellence gala dinner tickets.
- Trophy Production.
- Opportunity to present the award
- Company logo on the trophy event



## Gold - \$1,500 plus GST

- Two (2) Awards of Excellence gala dinner tickets.
- Trophy Production,
- Opportunity to present the award
- Company logo on the trophy event.



## Silver - \$1,000 plus GST

- One (1) Awards of Excellence gala dinner tickets.
- Trophy Production.
- Opportunity to present the award
- Company logo on the trophy event



# Results

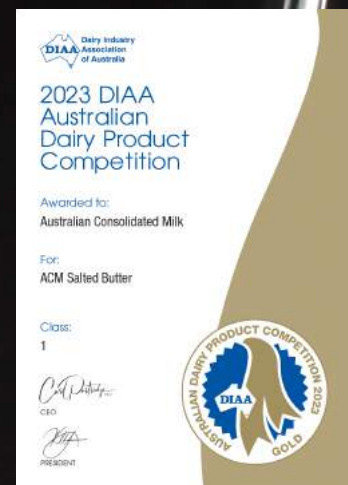
The DIAA loves to shout about what we do and the fantastic products we get to judge. Our results guides are sent to media outlets across the country, and to help support your efforts, we produce an annual promotional guide to help you maximise growth opportunities. What's more, the artwork is ready and waiting for your use.





# Medals and Trophies

Who doesn't love receiving an award?  
Products that gain a gold medal automatically get judged in the relevant category for one of the various sponsored trophies that establish you as the best of the best



# Awards Ceremonies

With the judging over there is no better time to celebrate than by attending one of the many awards nights.

Meet other entrants, industry stalwarts and winners of the major trophies..... who knows it may be you.

## Australian Awards



## South Australian Awards





# In The News

Awards bring a wealth of media attention that appeals to the trade and consumers, driving sales and brand recognition.

Our award winners have been featured in the national television news, and national papers and have even been congratulated by ministers in parliament. Now that's what you call success!

2023 saw over 5,000 separate articles appear across various media channels



## Dairy industry

**Gayle TIERNEY (Western Victoria – Minister for Training and Skills, Minister for Higher Education, Minister for Agriculture) (09:47):** I rise today to mark some fantastic achievements by the dairy industry in Western Victoria. Western Victoria's great-tasting fresh milk helps to explain the outstanding medal tally at the Dairy Industry Association of Australia awards recently. Around three-quarters of the DIAA awards were won using milk from my electorate. The Colac–Cobden region performed particularly well, with Bulla Dairy Foods winning 13 gold and 56 silver medals. Fonterra's Cobden site, the home of Western Star Butter, won 15 medals overall. And I give a shout-out too to some of our smaller producers who scored highly, including Dooley's ice cream from Apollo Bay, Apostle Whey Cheese from Coorimungie and Aussie Farmers Direct from Camperdown. Congratulations to new producers in Colac Jiwanpreet and Anmol Sharma, who have been using Birregurra milk to make paneer and natural yoghurt since just last year, having arrived in Australia in 2016.







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