

GUIDANCE DOCUMENT

2026 MSC Sustainable Seafood Awards Australia

This guidance document contains suggestions aimed at supporting applications and nominations by all stakeholders for the MSC's 2026 Sustainable Seafood Awards. Whether you are a nominator, nominee, selection committee member, or administrator, hope this document will serve as a helpful guide.

Entry Preparation

To assist in the planning process, develop a checklist of materials and data required for the submission so that you and your team can internally pull this together as a work in progress.

Research and Selection

Do some research on how other awards are presented for ideas to help your submission be clear, concise, interesting, and compelling.

Brief opening narrative

Including an opening narrative or an executive summary about the organization's commitment to incentivizing sustainable fishing and seafood is a good way of communicating all the work/key takeaways and activities in a snapshot.

Review Criteria

Review the criteria for the specific category carefully and present your case accordingly in a way that flows well.

Support materials

Where relevant with regards to highlighting commitment to MSC, supplement submissions with supporting evidence and links to sustainability reports, success stories, third party quotes from influential stakeholders, quotes from internal leadership, promotional campaigns, catalogues, brochures, media articles, radio sound bites, etc.

Data and statistics

These are always helpful to substantiate commitments – in addition to providing the numbers. Also include some narrative on what these numbers infer to.

Presentation

Now that you have all your data, statistics, and information, ensure your submission is presented professionally in a way that flows well to the listed criteria, easy to review and an interesting read for the judges.

Proofread

Get someone who was not involved in the submission to proofread it.

Large files

For large files – consider using drop box or we transfer.