



# **SUSTAINABLE SEAFOOD AWARDS AUSTRALIA**

## **GUIDANCE DOCUMENT 2024**

This guidance document contains suggestions aimed at supporting applications and nominations by all MSC stakeholders for the Sustainable Seafood Awards Australia 2024. Whether you are a nominator, nominee, selection committee member, or administrator, we 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**

Conduct 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 organisation's commitment to incentivising 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 in a way that flows well.

### **Support materials**

Where relevant with regards to highlighting commitment to the 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, is 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 a data transfer service such as Dropbox or WeTransfer.