



information for industry April 2016



excellence in hospitality

Managing Partners: Maxim PR and Marketing Pty. Ltd. GPO Box 338 Geelong 3220.

Tel: (03) 5222 7779 Fax: (03) 5259 3775 E: events@maximpr.com.au

Information in this document may not be used for any commercial purpose without the written permission of the Awards Partners

about the 2016 Harwood Andrews Golden Plate Awards

The Harwood Andrews Golden Plate Awards is a not for profit program created with Federal Government support in 2001. The Program has a unique focus on hospitality and local producers of foods and beverages in Regional Victoria.

In 2016 it will cover three major Regions;

- **Ballarat** (including the City of Ballarat, Daylesford and the Pyrenees),
- **Bendigo** (including Greater Bendigo and Central and Northern Victoria), and
- **Geelong** (including City of Greater Geelong, Bellarine, Colac-Otway, Queenscliff, and the Surfcoast).

Separate Award presentation events with a focus on industry networking will be staged in Ballarat, Bendigo and Geelong followed by **State Gala Awards**.

The categories for the State Awards in 2016 will mirror the Regional Award categories – creating a suite of new high level Awards.

The Awards Program is supported by key community stakeholders including;

- **naming rights sponsor Harwood Andrews** - the leading provider of legal services in regional Victoria and largest privately owned legal firm with a head office outside Melbourne,
- **regional sponsors Ballarat Regional Tourism, the City of Greater Bendigo and The Gordon,**
- **industry sponsors** headed up by the largest supplier of catering equipment in Australia **Comcater Pty. Ltd.**

The goals of the Program are;

- **authentic exposure** for restaurants, hotels and cafes providing great dining experiences and value for money in regional Victoria,
- **continuous industry improvement,** and
- **building a community of interest** in regional hospitality.

The values of the Program include;

- **high standards of food and drink quality and presentation,**
- **excellent customer service,**
- **use and promotion of local foods and drinks,**
- **good value for money,** and
- **professionalism and consistency.**

Judging of venues is conducted by a team of experienced and independent restaurant reviewers and hatted chefs headed up former **Age Good Food Guide Editor** and **Melbourne Food and Wine Festival "Industry Legend" Rita Erlich.**

The **final Judging of Coffee** is conducted by a senior representative of the Australian Speciality Coffee Association (ASCA).

benefits of taking part

public recognition and increased patronage

- All competing venues receive point of sale decals
- Winners, Highly Commended and Finalists receive Trophies or Certificates, and feature in Social Media, the Awards on-line guide, and selected media advertising.
- Venues that score well invariably increase patronage.

confidential feedback

- Participants receive unique, expert, confidential and objective reports from the two rounds of judging.
- The reports identify strengths and opportunities to add value, and support staff training and motivation.
- The first reports help venues maximize final scores.

rewards

- Major overseas travel prize for the State Winner of Garuda Indonesia Best Chef Award.
- Automatic entry to Victorian ASCA Barista Awards for Winner of Harwood Andrews Golden Plate Barista Awards.

promotes regional hospitality

- The Awards are unique in enabling many stakeholders to jointly support and promote hospitality and producers in regional Victoria.
- Program provides unique opportunities for regional industry networking and the exchange of ideas.
- Opportunities for regional producers to feature in the industry engagement activities in the Award Program.

who can take part?

Any restaurant, hotel or café in the Award regions can take part if nominated by members of the public via:

- **on-line:** goldenplateawards.com.au
- **SMS:** **0417 150 709**
- **facebook:** **Golden Plate Awards**

Venues nominated will be advised by the organizers and invited to take part.

The entry fee is \$429 for licensed venues and \$230 for unlicensed venues including GST. Venues must waive the cost of food and drink sampled by the Judges (just enough to gain a sound appreciation of the venues' fare, coffee, and local beverages by the glass).

The entry fees cover;

- two rounds of judging,
- detailed confidential reports from the Award Judges after the first and final rounds,
- preparation of the venue's page in the on-line guide with links to venues' websites and Facebook,
- opportunities to participate in Award events, and
- Award certificates and trophies.

There is minimal paperwork to enter. The only information required is for preparation of the Venue's entry in the **all new Awards on-line guide.**

venue award categories

The Harwood Andrews Golden Plate Awards comprise Awards for six categories of venue, eight Special Recognition Awards for key factors in hospitality such as customer service and value for money, and the Garuda People’s Choice Awards.

Award Presentation Events will be staged in each of the Ballarat, Bendigo and Geelong regions, and at the State Awards covering the three regions.

There are Awards for six categories of venue:

- **Restaurants;**
 - **Contemporary Dining,**
 - **Casual Dining, and**
 - **Hotel Dining.**
- **Cafes;**
 - **Licensed Cafes,**
 - **Unlicensed Cafes, and**
 - **Coffee houses.**

Venues are ranked according to scores from two rounds of judging conducted without notice over a period of several months for up to 35 factors (see page five).

State and Regional Awards



State Award Sponsor:

The restaurant, hotel or cafe with the highest score in the three Award regions is recognized as the **Harwood Andrews Golden Plate State Award Winner**.

The venues with the highest scores in the Ballarat, Bendigo and Geelong regions are recognized as the **Regional Winners**.

Regional Awards are also granted to venues that are:

- **Highly Commended,** and
- **Finalists.**

restaurants

1. Contemporary Dining

Restaurants featuring high end cuisine, napery and stemware that typically charge over \$75 for 2 courses.



State Award Sponsor:



Regional Sponsor:

2. Casual Dining

Restaurants with informal “grazing” style menus that typically charge less than \$75 for 2 courses.



State and Regional Sponsor:

3. Hotel Dining

Venues with a public bar providing counter or table service, with charges usually less than \$60 for 2 courses.



State and Regional Sponsor:

cafes



State Award Sponsor:



Geelong Region Sponsor:



Ballarat and Bendigo Sponsor:

1. Licensed Cafes

Often referred to as “today’s restaurants” Licensed Cafes serve alcoholic beverages and a range of light meals, generally provide table service and charge less for equivalent meals than restaurants.

2. Un-licensed Cafes

Un-licensed cafes usually serve breakfasts and a range of affordable light meals and pastries, cakes and snacks during the daytime, and may provide table service.

3. Coffee Houses

The main focus of “Coffee Houses” is quality and speciality coffee. Food served is generally ancillary to the coffee and limited to cakes, pastries and biscuits.

Peoples’ Choice Award

The People’s Choice Awards in each region are based upon the number of nominations for restaurants, hotels or cafes received from the general public.

The State Award is selected from the regional entries by the Chief Judge.

(details of Award Prizes to be announced soon).

special recognition awards

The State Special Recognition Awards are presented by the State Sponsor or the Sponsor of the Awards in the region that wins the State Awards.

Garuda Best Chef Award



State and Regional Sponsor:

The Winners and Finalists of the Regional Awards for Best Chef are chosen by the senior judges.

The State Award is judged in a cook-off between the Best Regional Winners and Finalists held at Comcater's catering showrooms in South Melbourne.

The Winner receives a major overseas travel prize for two from Garuda Indonesia Airlines.

Best Customer Service Award

Ballarat region Sponsor:



Bendigo region Sponsor:



Geelong region Sponsor:



The Finalists for Best Customer Service are chosen by the Award Judges and the Winners selected by an industry expert in Customer Service.

Best Front of House Person Award

Ballarat Region Sponsor:



Bendigo Region Sponsor:



Geelong Region Sponsor:



The Finalists for Best Front of House Person are chosen by the Award Judges and the Winners selected by an industry expert in Customer Service.

Best Coffee Award

Ballarat region Sponsor:



Bendigo Region Sponsor:



Geelong Region Sponsor:



These Awards are judged by an ASCA Coffee Expert.

ASCA Best Barista Award

State Award Sponsors:



Ballarat region Sponsor:



Bendigo Region Sponsor:



Geelong Region Sponsor:



These Awards are judged by ASCA trained judges in each Award Region. The Winners receive special training from the reigning Australian Barista Champion and each receives automatic entry into the Victorian ASCA Barista Championships.

Best Menu Local Foods Award

Regional and State Awards Sponsor:



This Award recognizes the use and promotion of local foods and ingredients. Finalists are shortlisted by the Award judges and the Winners selected by the Chief Judge Rita Erlich. The Winners are the venues making the most imaginative use of local foods and ingredients, and emphasis given to the promotion of local content on the menu and specials boards.

Best Menu Local Wines, Beers & Ciders

Ballarat Region Sponsor:



Bendigo Region Sponsor:



Geelong Sponsor:



This Award recognizes the use and promotion of local wines, beers and ciders and wines available by the glass. Finalists are shortlisted by the Award judges and Winners selected by the Chief Judge Rita Erlich.

Best Value for Money Award

Ballarat Region Sponsor:



Bendigo Region Sponsor:



Geelong Sponsor:



The Best Value for Money Awards are based on price and quality for foods, drinks and service, value adding factors, and overall enjoyment of the dining experiences.

judging criteria

Licensed venues are judged for 33 factors and unlicensed cafes for 29.

Food and drink represents 50% of total scores for all types of venue.

Customer Service and Value for Money each represent 20% of the total scores and Ambience represents 10%.

Hygiene and safety are pass or fail criteria.

Weightings for food and drinks vary according to the type of venue.

Food represents 30% of total scores in restaurants, 25% in unlicensed cafes, 20% in licensed cafes and 15% in coffee houses. Alcoholic beverages represent 15% of total scores in restaurants, 10% in licensed cafes and 0% in unlicensed cafes. Coffee represents 35% of total scores in coffee houses, 25% in unlicensed cafes, 20% in licensed cafes and 5% in restaurants.

	restaurants / hotels		licensed cafes		unlicensed cafes		coffee houses	
	weightings % of section	weightings % of total	weightings % of section	weightings % of total	weightings % of section	weightings % of total	weightings % of section	weightings % of total
food quality & presentation		30%		20%		25%		15%
freshness, texture, flavour & taste combinations	40%	12.0%	40%	8.0%	40%	10.0%	40%	6.0%
appearance & presentation	20%	6.0%	20%	4.0%	20%	5.0%	20%	3.0%
use and promotion of local ingredients	15%	4.5%	15%	3.0%	15%	3.8%	15%	2.3%
range of dishes offered	8%	2.5%	8%	2.5%	8%	2.5%	8%	2.5%
time between cooking & serving	8%	2.5%	8%	2.5%	8%	2.5%	8%	2.5%
quality of bread included with the meals	8%	2.5%	8%	2.5%	8%	2.5%	8%	2.5%
wines, beers & ciders		15%		10%		0%		0%
quality	40%	6.0%	40%	4.0%	0%	0%	0%	0%
choice / variety available	20%	3.0%	20%	2.0%	0%	0%	0%	0%
promotion of local wines, beers & ciders	20%	3.0%	20%	2.0%	0%	0%	0%	0%
wines available by the glass	20%	3.0%	20%	2.0%	0%	0%	0%	0%
customer service		20%		20%		20%		20%
meet, greet & farewell procedures	20%	4.0%	20%	4.0%	20%	4.0%	20%	4.0%
servicing and problem solving skills	20%	4.0%	20%	4.0%	20%	4.0%	20%	4.0%
staff knowledge & ability to offer advice	15%	3.0%	15%	3.0%	15%	3.0%	15%	3.0%
staff attentiveness to customers' needs	15%	3.0%	15%	3.0%	15%	3.0%	15%	3.0%
drinking water provided	10%	2.0%	10%	2.0%	10%	2.0%	10%	2.0%
timing of service	10%	2.0%	10%	2.0%	10%	2.0%	10%	2.0%
information on menus & specials boards	10%	2.0%	10%	2.0%	10%	2.0%	10%	2.0%
value for money		20%		20%		20%		20%
food	30%	6.0%	30%	6.0%	30%	6.0%	30%	6.0%
drink	30%	6.0%	30%	6.0%	30%	6.0%	30%	6.0%
service	30%	6.0%	30%	6.0%	30%	6.0%	30%	6.0%
venue's website, social media & other factors	10%	2.0%	10%	2.0%	10%	2.0%	10%	2.0%
ambience		10%		10%		10%		10%
decor matches styles of food & drink	20%	2.0%	20%	2.0%	20%	2.0%	20%	2.0%
ergonomics of seating & tables	20%	2.0%	20%	2.0%	20%	2.0%	20%	2.0%
cleanliness & clean up procedures	15%	1.5%	15%	1.5%	15%	1.5%	15%	1.5%
acoustics, background music & entertainment	15%	1.5%	15%	1.5%	15%	1.5%	15%	1.5%
suitability of napkins & flatware	10%	1.0%	10%	1.0%	10%	1.0%	10%	1.0%
toilets & washrooms	10%	1.0%	10%	1.0%	10%	1.0%	10%	1.0%
design of menus & specials information	10%	1.0%	10%	1.0%	10%	1.0%	10%	1.0%
coffee		5%		20%		25%		35%
choice / varieties available	17%	0.8%	17%	3.3%	17%	4.2%	17%	5.9%
appearance (inc. crema, sheen, late-art & serving vessels)	17%	0.8%	17%	3.3%	17%	4.2%	17%	5.9%
temperature	17%	0.8%	17%	3.3%	17%	4.2%	17%	5.9%
taste balance (inc. texture, milk sweetness, finish/aftertaste)	50%	2.5%	50%	10.0%	50%	12.5%	50%	17.5%
hygiene and safety	pass or fail factors							

Managing Partners: Maxim PR and Marketing Pty. Ltd. GPO Box 338 Geelong 3220.

Tel: (03) 5222 7779 Mob: 0417 150 709 E: events@maximpr.com.au

Information in this document may not be used for any commercial purpose without the written permission of the Managing Partners



indicative timelines 2016 Program

	Ballarat	Bendigo	Geelong
● Online Guide, Twitter and Facebook:	-----	continuous	-----
● Media campaigns:	-----	July & Nov	-----
● Regional Launches & industry briefings:	May 12	April 28	TBA
● Public nominations and enrolments:	-----	March - May	-----
● First round of judging:	-----	April - June	-----
● First Judges' reports issued:	-----	early July	-----
● Final round of judging:	-----	early Aug to mid Sept	-----
● Best Barista Competition:	August	August	September
● Garuda Best Chef Cook-Off:	-----	October	-----
● Promotion of Peoples' Choice Awards:	-----	Aug to Sept	-----
● Judging of Special Recognition Awards:	-----	late Sept	-----
● Regional Presentation events:	early October	mid October	late October
● State Presentation event:	-----	November	-----



goldenplateawards.com.au



excellence in hospitality

Managing Partners: Maxim PR and Marketing Pty. Ltd. GPO Box 338 Geelong 3220.

Tel: (03) 5222 7779 Mob: 0417 150 709 E: events@maximpr.com.au

Information in this document may not be used for any commercial purpose without the written permission of the Managing Partners