

## 2023 ADIA Awards

### Emerging Dental Manufacturer or Supplier Award

#### What does this award recognise?

This category recognises an ADIA member company established in the past 10 years (anywhere) that manufactures a product, or provides a service specific to dentistry, as is trading within Australia. The service or product pertaining to this submission: \* Must have been developed or produced within the past ten years to meet a demand that is specific to dentistry.

\* Cannot be a generic product or service used in other industry sectors.

#### Who can enter this award?

Open to all ADIA members that:

- Meet the above conditions
- Can demonstrate that their organisation entered the dental industry with a bespoke service or product no earlier than 2012.

#### Background information

Please start your award submission with the following information:

- Name of member (your company)
- Name of contact person for this entry
- Contact email address
- Contact phone number

## **AWARD SUBMISSION QUESTIONS**

### **SECTION 1: OVERVIEW**

Please provide a written “picture” of your organisation for the judges. This should include your organisation’s history, location, service area and size, plus an overview of any non-dental industry background beyond ten years ago. (Maximum 1,800 characters, which equates to approximately 300 words. How much is this answer worth? 0%. While this answer will not be scored, it is pivotal to the judges’ understanding of your organisation and may influence their scoring of other questions.)

### **SECTION 2: PRODUCTS / SERVICES**

- a. Outline the bespoke dental industry services and / or products you provide, detailing what need or gap their introduction addressed. (Maximum 2,400 characters = approx. 400 words. How much is this answer worth? 10%.)
- b. Detail the market research your organisation conducted before the introduction of your first bespoke dental industry product or service into Australia, the key research findings and the major steps you then took to bring the service or product to market. (Maximum 2,400 characters = approx. 400 words. How much is this answer worth? 10%.)

### **SECTION 3: PLANNING and MARKETING**

- a. Outline your planning process for 2021 / 22. Consider including the following in your answer: timeframes, who was involved, and what research you conducted. (Maximum 2,400 characters = approx. 400 words. How much is this answer worth? 10%.)
- b. What were your key goals and objectives for 2021 / 22? How did you arrive at these? How successful have you been in meeting these goals and objectives? Provide data and evidence to support your claims of success. (Maximum 2,400 characters = approx. 400 words. How much is this answer worth? 10%.)
- c. Outline your key marketing activities in 2021 / 22, and the success (or otherwise) of those activities. Provide data and evidence to support your claims of success. Where marketing actions have not been successful, explain what you’ve learnt and how your actions will change in the future as a result. (Maximum 2,400 characters = approx. 400 words. How much is this answer worth? 10%.)
- d. Detail the methods and tools you use to manage your staff. Consider the formal and informal processes and actions taken to keep staff focused, committed and engaged. (Maximum 1,800 characters = approx. 300 words. How much is this answer worth? 8%.)

#### **SECTION 4: EVOLUTION and SUCCESS**

- a. Explain how your offering has / offerings have evolved since you entered the Australian dental industry. This could include, but is not limited to, new dental services or products plus product refinement. If your offering has not changed in any way, then explain why. (Maximum 1,800 characters = approx. 300 words. How much is this answer worth? 8%.)
- b. Provide evidence that your decision to enter the Australian dental industry has proven to be a success. This could include, but is not limited to, growth in turnover, growth in employee numbers, staff retention, profits and projections, repayment of loans, expansion, new product development and growth in customers. Wherever possible, show that your achievements have out-stripped projections. Where this has not occurred, explain why. Note: Financial success in dollars terms is NOT required, and judges are happy to see percentage increases as evidence of financial viability. Tables in your supporting material are useful. (Maximum 2,400 characters = approx. 400 words. How much is this answer worth? 10%.)
- c. Provide evidence of your customers' satisfaction. Consider repeat custom growth, increase in average spend, referrals, and customer correspondence. (Maximum 1,200 characters = approx. 200 words. How much is this answer worth? 4%.)

#### **SECTION 5: INDUSTRY CONTRIBUTION**

- a. Outline your organisation's involvement in the dental industry over the past two years. This could include, but is not limited to, Executive-level attendance at state and national ADIA events, involvement in special interest groups, briefings and / or PD sessions. (Maximum 1,200 characters = approx. 200 words. How much is this answer worth? 4%.)
- b. Outline your organisation's contributions to the dental industry over the past two years. This could include, but is not limited to, participation on ADIA committees, branches or the Board, industry advisory roles, speaking at conferences or educational institutions, promotion of the industry via wider business networking, and service development that will benefit the wider dental industry. (Maximum 1,200 characters = approx. 200 words. How much is this answer worth? 4%.)

#### **SECTION 6: COMMUNITY**

- a. List the community, not-for-profit and / or charity initiatives to which your organisation has contributed in a significant way over the past 12 months. Detail the form that your contributions took. Note: Initiatives can include, but are not limited to, projects or groups in the areas of sport, religion, community health, education, environment, knowledge sharing, youth initiatives, poverty reduction, encouraging social inclusion, and human or animal rights. NOTE: Small, one-off donations are not deemed to be 'significant'. (Maximum 1,200 characters = approx. 200 words. How much is this answer worth? 4%.)
- b. Provide a mini case study which best demonstrates how you are working to make your community a better place. This case study can focus on a specific group, initiative or project. (Maximum 1,800 characters = approx. 300 words. How much is this answer worth? 8%.)

## **SECTION 7: SUPPORTING DOCUMENTS**

A maximum of 5 files of no more than 5 MB each can be uploaded with your submission. This material should substantiate your claims and be cross referenced to relevant questions. Appropriate material can include (but is not limited to) research findings, planning documents, customer testimonials and marketing outcomes graphs. All material will be treated in confidence.

When making your submission, please ensure you also provide the following:

- a. A company logo in high-resolution jpeg format. Please ensure the file is appropriate for a white background (send to [events@adia.org.au](mailto:events@adia.org.au) with subject line '<company name> logo for Emerging Dental Manufacturer of Supplier Award Submission')
- b. Please provide a 100-word bio of your company
- c. The name of the individual accepting the award on the company's behalf, should the submission be judged the winning entry.

Submissions with missing items from section 7 will not be accepted.