

# Naturally Good Awards 2025

## Frequently Asked Questions

### What are the Naturally Good Awards?

The Naturally Good Awards is an awards program hosted alongside the [Naturally Good Exhibition](#), which is designed to honour and recognise trailblazing brands and individuals revolutionising the natural products industry in Australia.

The Awards aim to celebrate the great work that is being done through highlighting innovation, quality, and conscious practices, whilst also inspiring the continuation and growth of the natural products industry and retail.

### What do I get out of entering the Naturally Good Awards this year?

The Naturally Good Awards is your opportunity to gain visibility, credibility and recognition for your visionary ideas and hard work, and to grow your network and reach.

Winners of the awards will receive:

- Recognition as a 2025 Naturally Good Award Winner and physical award
- Promotional package to the value of \$5k
- Media and marketing exposure before, during and after the Awards
- Mentorship session with previous winners and Naturally Good experts on day 2 of the expo in the Buyers Lounge

### What are the categories for entry this year?

The categories for 2025 are as follows:

- Best Food Product
- Best Beverage Product
- Best Complementary Medicine Product
- Best Organic Certified Product
- Best Beauty and Personal Care Product
- Best Home and Living Product
- Best New Brand
- Retail Leader (nomination only)
- Retailer's Choice (exhibitors only)
- People's Choice

## When do submissions open?

Submissions to the 2025 Naturally Good Awards are now open.

**Early Bird Entries:** 5 December 2024 - 19 January 2025 by 11:59PM AEST (249 AUD + GST)

**General Entries:** 20 January - 21 February 2025 by 11:59 PM AEST (329 AUD + GST)

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## Is there a fee to enter the Awards?

Yes, submission fees are as follows:

Early Bird Entries: 249 AUD + GST per entry

General Entries: 329 AUD + GST per entry

## How do I know if I'm eligible to enter?

Each category has its individual set of eligibility criteria. Please refer to the [Categories & Criteria Document](#) for each category's specific eligibility criteria. Please note that only entries that meet these requirements will be deemed eligible for entry and judging.

## Do I need to submit physical product for judging alongside my online entry?

Yes, certain categories require you to submit a physical sample of the product to be distributed to the judges. These are:

- Best Food Product
- Best Beverage Product

Brands must provide **8 samples** when entering. **Products must be received no later than 24 February 2025 to the Diversified Melbourne office. Product received after this date are not guaranteed to reach our judges for the judging process.**

Please ensure your product has been packaged securely to avoid any damage during transportation.

**Please ensure your product/s are clearly labelled inside the package with the following – for EACH of the products if you have submitted multiple:**

- **CATEGORY** you have entered the product/s into
- **NAME OF BRAND** i.e. company/business name that corresponds with your submission/s
- **NAME OF PRODUCT** i.e. product/entry name that corresponds with your submission/s

Use the following label when sending your product to us:

**Attention: Molly Gogas, Naturally Good**

**Diversified Communications**

**Level 22, 181 William Street**

**Melbourne, VIC 3000**

**Australia**

### **Where can I find more information about the Award categories?**

The Award categories can be found in several places for your ease of access, including:

- Awards Portal: [CLICK HERE](#)  
The Awards Portal is the best place to find everything you need. Simply register and access the dashboard for all information.
- Naturally Good website: [CLICK HERE](#)
- Categories and Assessment Criteria document: [CLICK HERE](#)

### **Where can I find the criteria and questions for entering the awards?**

The criteria for each category can be found here: [Categories & Criteria Document](#)

For the full list of questions, please visit the Awards Portal [HERE](#) – register your details, select the category you wish to enter, and you will be able to see the questions for each category.

### **How long does it take to complete an entry?**

The process of completing a Naturally Good awards entry varies for each category.

With the aim of making the process as easy as possible for you, we have included word limit guidelines for relevant questions to help guide the length of your answers.

The requested text and question fields vary slightly across the categories.

To view the entry form and questions for each category, you can register through the Awards Portal [HERE](#), and view the online submissions form for each category with no commitment to submit on the spot.

### **Can I enter in more than one category?**

Yes absolutely! We welcome you to enter multiple submissions if your product/s are relevant to more than one category and the respective eligibility criteria.

Each individual entry will attract a submission fee.

### **Can I save a draft of my submission and return to it later?**

Yes. Once you have started a submission, you can save it and come back to edit it at any point up to the latest entry deadline of 21 February 2025 by 11:59 PM AEST.

Your entry will not be complete until final payment has been processed and your entry submitted. You will receive a confirmation email with your invoice once it is officially received.

### **Can I submit images and supporting documents?**

Yes, you can submit up to 4 photographs/images. At least one image is required for the judges to reference and for promotional use should you be a successful shortlisted or winning entrant. Please ensure images are high-resolution as they may be used for promotional purposes such as on the Naturally Good Awards website and Awards Ceremony.

Supporting documents can be submitted if relevant (e.g. certifications, licenses) and must be referenced in the entry where indicated for judges to consider these.

### **How do I pay for my submissions?**

Payment for all submissions are only processed and excepted through the Awards Portal upon completion of your entry. Payment is via Credit Card. Please note that payments to the Naturally Good Awards are final and non-refundable. All entry results are final and refunds are not granted based on award results.

### **When does judging happen?**

Judging commences on 24 February 2025.

### **When will Finalists be announced?**

Finalists will be announced by 10 April 2024 online. All Finalists will be listed on the Naturally Good website and will be contacted directly via email.

### **When are Winners announced?**

Winners will be announced at the Awards Evening and 10 Year Celebration for Naturally Good on Monday 26 May 2025 (Day 1 of the Naturally Good exhibition). Join us for an unforgettable evening of celebration, recognition and networking with the industry, alongside delicious food and drinks. Celebrate 10 years of Naturally Good with the brightest in the natural products and retail industry.

### **Do I need to buy a ticket to the Awards gala evening?**

Yes, tickets to the Naturally Good Awards function will be available to purchase soon. Keep an eye out for updates for when we launch registration.

### **I need assistance, who can I talk to?**

We are here to support you on your submissions journey.

For assistance with the Naturally Good Awards, please contact our Submissions Services at [naturallygood@divcom.net.au](mailto:naturallygood@divcom.net.au) and we will respond to you promptly.

### **I'm ready to begin, where do I start?**

[Click here to enter now](#)

**Thank you for being part of the Naturally Good Community.**

**We look forward to seeing your work and wish you the best of luck on your entries!**