

Naturally Good Awards Selection Criteria

Monday 3 June 2024, ICC Sydney

Vision Statement

Diversified Communications is a family-owned business and our core values of integrity and honesty guide our actions, unite our people, and define our brands. These awards aim to support healthy and organically grown product, socially responsible business, including the rejection of products made from the modern slavery, unsustainable or unethical practices. We invite business that support these values to apply below.

Product Award Categories

Best Food Product

This category seeks to recognise the best product in the Food category.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste, value for money
- Sustainability factors - processing, production and packaging.
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best Beverage Product

This category seeks to recognise the best product in the Beverage category.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste, value for money
- Sustainability factors - processing, production and packaging.
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best Home and Living Product

This category seeks to recognise the best product in the Home and Living category.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste, value for money
- Sustainability factors - processing, production and packaging.

- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best Beauty and Cosmetics Product

This category seeks to recognise the best product in the Beauty and Cosmetics category.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste, value for money
- Sustainability factors - processing, production, and packaging
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best “Free From” Product

This category seeks to recognise the best ‘free from’ product within any of the categories. The ‘free from’ element can be suitable for people who suffer allergies, intolerances or objections to certain ingredients.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste
- Sustainability factors - processing, production and packaging
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best Organic Certified Product

Products that are grown and processed organically without the use of synthetic chemicals, fertilisers, or GMO's. All Products in this category must have an organic certification from a recognised Australian body.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste and evidence to support this claim
- Sustainability factors - processing, production and packaging
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best Product Manufactured in Australia

This category seeks to award a healthy, organic or natural product that is manufactured in Australia. Product can be from any of the above categories – food, beverage, home and living, beauty and cosmetic or health and wellness.

Criteria that will be considered are:

- Recognition from Australian Made or a similar organisation.
- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste
- Sustainability factors- processing, production and packaging.
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

Best Functional Food Product

Food or Beverage products that are enriched, with functional nutrients, in addition to the basic nutritional value of the product.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from etc.
- Efficacy - how well a product works to perform its task & taste and evidence to support this claim
- Sustainability factors- processing, production and packaging.
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- Product must have been released after 1 January 2022

People / Business / Brand Categories

Best Complementary Medicine Brand

This category seeks to recognise the best brand in the complementary medicines category*

Criteria that will be considered are:

- Brand Ethos
- Product ingredients - raw, healthy, natural, organic, free from, etc.
- Environmental factors - product life cycle, sustainability, circular initiatives and practices
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market
- All entrants in this category must be listed on the ARTG (Australian Register of Therapeutic Goods) [here](#)

** Complementary medicines are described as non-prescription medicines available from health food shops, supermarkets and pharmacies and should not replace medical treatments recommended by healthcare professionals. More information [here](#).*

Best Socially Conscious Brand

This category seeks to recognise the leading Social Conscious brand in the industry.

Brands that are well thought out and have sustained efforts to encourage and promote socially conscious practices within your business, product production, promotion, and with their partners. Key to the award is the idea of a sustained effort for social change. A successful entry will demonstrate a variety of socially conscious initiatives throughout the year with significant buy-in from staff, clients and partners, with evidence that these initiatives themselves will be sustainable in the long-term as well.

Other criteria that will be considered are:

- Brand Ethos
- Social Initiatives implemented by your business
- Environmental factors - product life cycle, sustainability, circular initiatives and practices
- Awards, recognition, or charitable donations
- Unique point of differences to other brands in the market

Best New Brand

This category seeks to recognise the best new brand or business in our industry.

Naturally Good is dedicated to supporting the next generation of brands that will innovate and move our community toward a more healthy and sustainable future. Entrants can be from any of the product categories, a retailer or relevant supplier to the industry.

Entrants in this category will need to describe in 500 words or less your product, its journey or your personal story, including any unique factors that make it exceptional in your category. Business must have started after 1 January 2022.

Criteria that will be considered are:

- Product ingredients - raw, healthy, natural, organic, free from, etc.
- Efficacy - how well a product works to perform its task & taste
- Sustainability factors - processing, production and packaging
- Readiness for market - RRP, current stockists
- Unique point of differences to other brands in the market

Retail Leader- NEW

This category is designed to recognise an individual who has taken a leadership role within the Retail community.

This category can be self-entered or put forward by the person's organisation. The jury is seeking a leader who has made a significant contribution to the retail landscape, consistently inspiring their peers, finding innovative new products, excellent customer engagement and championing the organic, health and natural sector.

This person may work within a bricks and mortar, online or omnichannel retailer. The jury will give weight to written external testimonials.

Trailblazer

This category is designed to recognise an individual who has taken a leadership role within the Naturally Good community.

This category can be self-entered or put forward by the person's organisation. The jury is seeking a leader who has made a significant contribution to the industry, consistently inspiring others, championing brands and portraying the industry in a positive light. This person may work within any of the product segments at Naturally Good or from within the industry itself. The jury will give weight to written external testimonials.