

# Geographical Indications Consumer Competition

## Australian Cheese Please

### Guidelines & Criteria

#### Overview

#### **Competition opens from 15 September – 9 November**

A Geographical Indication (GI) identifies a product as originating in a specific region where a particular quality, reputation or other characteristic is attributable to the region. This is best illustrated with an example from the wine industry, where champagne and burgundy are both now protected GIs, and cannot be used by Australian wine producers.

Through negotiations towards an Australia-EU Free Trade Agreement, the EU is seeking to impose a trade restrictive and anti-competitive Geographical Indications (GIs) regime on Australia. This could impact Australian dairy products. If successful, the use of common food names, including names of cheeses commonly produced in Australia such as Feta and Parmesan may be restricted.

There could also be restricted use of packaging and labelling that are judged to evoke an image of a particular EU product e.g., flags, colours or images that evoke European nations.

Australia has a proud multicultural history, including Europeans who've brought their skills and expertise to build successful businesses in Australia, producing award-winning cheeses.

A trade restrictive GIs regime imposed on Australia could impact these rich cultural traditions. Australian cheese brands, big and small, could be affected. The industry estimates it could cost a staggering \$70 million - \$90 million per annum in the early years of implementation.

Australian farmers and regional communities, where a number of medium-scale cheese and yoghurt production facilities are located, could also be impacted. Estimates suggest up to 1,000 people could lose their jobs.

To help raise awareness of this issue and encourage support from industry stakeholders and consumers, we're hosting a competition to win an Australian produced cheese hamper valued at \$100 AUD. All you have to do is complete the survey at [www.dairy.com.au/gi](http://www.dairy.com.au/gi).

- Number of prizes available: 1
- The prize is a cheese hamper worth \$100AUD

#### Judging Criteria

Successful applicants will be chosen based on the following criteria, in the absolute discretion of Dairy Australia:

1. Participation and completion of the poll
2. Registration of details – full name and email address
3. Correct assignment of cheese imagery to cheese names on question 3

## Key Dates

<b>Applications open</b>	<b>Tuesday 15 September (9:00am AEST)</b>
<b>Application close</b>	<b>Tuesday 9 November (12am midnight AEST)</b>
Assessment of applications	Wednesday 10 November – Friday 12 November
Successful applicant announced	Monday 15 November
Prize sent to winner	w/c 22 November

## Eligibility

- All Australian residents may apply
- Incomplete and late applications will not be considered

## How to apply

To apply for the Australian Cheese Please Competition, visit [www.dairy.com.au/gi](http://www.dairy.com.au/gi), register your details and complete the poll.

## Conditions of receiving the prize

The \$100 cheese hamper will be provided to the winner of the competition, under the following conditions:

- The winner will be contacted via email on 15 November and must claim their prize by responding with required details by Sunday, 21 November. If the first winner does not respond by this timeline, Dairy Australia reserves the right to contact runner up to receive the prize
- Required details include: delivery address and contact number

Successful applicants must:

- Accept and agree to comply with the terms and conditions set out in the application form
- Obtain permission from the parents / guardians of the applicant before participating if under 16 years of age
- Read, understand and accept the privacy notice and consent in the application and the Dairy Australia privacy policies available at <https://www.dairyaustralia.com.au/>. Contact details provided will not be used for any other purposes
- Provide the information required for delivery of the cheese hamper before Sunday, 21 November

If you have any questions about the Australian Cheese Please competition please email [alexandria.mowatt@dairyaustralia.com.au](mailto:alexandria.mowatt@dairyaustralia.com.au)