



Automotive Engineering Excellence Awards (AEEA)

The presentation of the Automotive Engineering Excellence Awards is an annual event aimed at recognising excellence in automotive engineering, manufacturing, design and quality to help raise the standards and public perception of the Australian automotive and related industries.

Three Awards will be presented at the prestigious Black Tie dinner to Gold, Silver and Bronze recipients. On occasion, judges may also nominate an applicant for the "Outstanding Contribution to Advancing Technology" Award. The Awards are open to entries covering services, manufacturing processes or innovations as well as specific products. Entries and nominations are invited from all organisations and individuals who directly or indirectly provide products, processes or services to the Automotive and related Industries.

Who are SAE-A?

The Society of Automotive Engineers, Australasia (SAE-A) is the pre-eminent professional engineering body of the industry with over 2500 members in Australia, New Zealand and South East Asia. Our aim is to promote the relevance of automotive related technologies to governments, industry and the community in general.

The Excellence Awards provides SAE-A the unique opportunity of doing this through rewarding excellence and promoting the many industry innovations and expertise in this field.

Why Enter?

The Automotive Engineering Excellence Awards receive wide recognition in the industry, the engineering profession and, in recent years, the media. The conferring of an Award signifies that the recipient is a leader in its field. Recipient organisations receive a prestigious trophy, a certificate of excellence, media promotion and recognition in front of other automotive professionals and industry leaders at the gala dinner.

The Judging

An independent panel of judges from within the industry and engineering academia will judge each entry. The judges review all written submissions and complete a shortlist for each award. From time to time, shortlisted entrants will be scheduled for a site or office visit by the judging panel. A maximum of four awards are made in any one year.

How to Enter

Send six copies of your submission, the Nomination Form, together with the entry fee to the Society of Automotive Engineers, to be received no later than 5.00pm, Melbourne time on Friday 30th July 2010.

Note: Registrations will not be accepted without payment.

Information about Award winners will be strictly embargoed until the announcement at the presentation evening.

Cost

An application fee of \$550 must accompany this application in order for entries to be valid. This application fee entitles you to two places at the Presentation Dinner.

Guidelines for Entry

Individuals and companies may enter on their own behalf or may be nominated. Please provide six copies of a typed submission (no more than five A4 pages) of the achievements, which you believe, can earn you or your company the award. Charts, tables, illustrations and other supporting material may be submitted with the summary as additional pages.

In addition a CD Rom with five images of your entry/company (where possible) is to be included for promotional purposes.

Proudly hosted by: Society of Automotive Engineers - Australasia
Suite B, Level 2, 70 Dorcas Street, Southbank 3006
Tel: (03) 9696 5190 Fax: (03) 9696 5865





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Judging Criteria

Notes:

- The term "product", which is the subject of this submission, defines a concept, product, process, material or service developed in any area of the Australasian automotive industry. The judging will not be dependent on the size of the company but rather the likely impact of the "product" on the Local and/or International Automotive/Manufacturing industry.
- The submission is to be made in hardcopy printed form, using any Microsoft font with a minimum character size of 10 or greater, in no more than 5 single-sided A4 size pages of text. Pictorial images or representations of the "product" and/or its reference details in support of the submission are encouraged, but should be limited to five A4 size pages. A compact disc (CD) also should be submitted in support of the hardcopy.
- Six copies of the submission are required.
- The judging panel decision is final and no further consideration or correspondence will be entered into.

The submission is to consist of following sections that directly address the criteria defined in each section:

A. Product Description

Provide a clear descriptive executive summary of the product, on one page or less. The summary must provide a clear, high-level overview of the function of the product, its value and any business case that might be presented to a technically qualified person but non-expert in the particular field.

The overview must be supported by a more specific description of the product, including applicable technical details and its automotive application, which should follow the requirements of the section criteria below.

None of the sections part B-1 to B-7 should exceed 500 words.

Total Aggregate of points for all sections = 100

B-1. Product Concept

Explain the particular significance of the technical features of the product, and the innovation(s) or custom features that makes this product unique in the market place. The submission should focus on objective data, not promotional material, and include independent assessment where available.

(Allocated maximum points - 20)

B-2 Market Demographic and Needs

Explain what is the intended market for the product, what or who is going to most directly benefit from it (e.g. is it regional, national, international, etc.). Also explain what are the "unique desirability factors" associated with the product and/or detail its "Customer Focus". Applicable customer demographics may also be included in this section.

(Allocated maximum points - 15)

B-3. Environmental Benefits and Sustainability

Explain the potential environmental and sustainable attributes and benefits of the product in the market place or community at large.

(Allocated maximum points - 15)

B-4. Product Availability

Provide information on the expected timing for availability of the product. Is it fully developed and immediately available or undergoing further evaluation? If not market ready, indicate the time frame in which it is expected to be fully mature and ready for use by its potential customers. Products that are market ready will receive the highest points.

(Allocated Maximum points - 15)

B-5. Product Life Cycle

Detail the expected life of the product, i.e. will it last for only the life cycle of a specific motor vehicle, or is it applicable to a variety or range of motor vehicles? Has the product the potential to be used as a benchmark in the foreseeable future in the industry or community?

(Allocated maximum points - 10)

B-6. Product Quality

Describe how the product will ensure adequate performance and meet the needs of the customer and sustain its capability over time. Define any new quality features or assessments.

(Allocated maximum points - 10)

B-7. Other Considerations

Highlight any unique or intangible attributes or other aspects of the product not already covered by earlier sections.

(Allocated maximum points - 5)

B-8. Quality of Submission

Conformance to the required format and content - including the general quality of the submission in terms of presentation, clarity of expression and correctness of grammar.

(Allocated Maximum points - 10)

Judging Consideration

Judging will include: -

1. Scoring up to the designated maximum allocated points in each section.
2. Consideration of the total submission; whether the product represents the application of sound engineering principles and processes and provides unique value to consumers and the transportation industry.

Note: This point will be of critical importance should a comparison be required between submissions of otherwise equivalent merit.

3. Recognition of value of the product to the customer based on any cost or price or functional data supplied.

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Automotive Engineering Excellence Awards (AEEA)

Nomination Form

Entries Close: Friday 30th July 2010 > \$550 per application for nomination

Participant Details

Name _____

Position _____

Company _____

Address _____

_____ Postcode _____

Phone _____ Fax _____

Email _____

Tax Invoice

ABN 95 004 248 604

Payment Details

Please find enclosed my cheque/money order for \$550 payable to SAE-A

Please charge my credit card for the amount of \$

[Please add a 2% surcharge for Visa and MasterCard transactions and 3% for Amex transactions].

Visa Mastercard Diners Amex

Cardholder _____

Card Number _____

Expiry Date _____

Signature _____

Cancellation: there will be no refunds given, however a substitute attendee may be nominated. Upon receipt of this registration form, you will be contacted with confirmation of your registration and a tax invoice will be received for your payment.

Please forward this completed form to SAE-A on:

Email: marissa@sae-a.com.au or Send to Suite B, Level 2 - 70 Dorcas Street, Southbank VIC 3006

Phone (03) 9696 5190 FAX (03) 9696 5865