

# THE CANNABIZ AWARDS

— 2025 —

**HUMACOLOGY®**

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HEADLINE PARTNER

## CALL FOR ENTRIES

CRITERIA 2025



# CALL FOR ENTRIES

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This document has all the information you need to enter the Cannabiz Awards for Australia and New Zealand 2025, including details on how entries will be scored.

## CATEGORIES 2025

- Hemp Product of the Year
- Cannabiz Award for Innovation
- Best Use of Technology
- Best Education/Engagement Initiative
- Clinic of the Year
- Dispensary/Pharmacy of the Year
- Best Patient-Focused Initiative
- Environmental, Social and Governance Award
- Start-up/Launch of the Year
- Cultivator of the Year
- Manufacturer of the Year
- Best Place to Work
- Best Industry Newcomer
- Prescribing Healthcare Practitioner of the Year
- Nurse of the Year
- Cannabiz Award for Industry Collaboration
- Cannabiz Award for Industry Advancement
- Medical Science Liaison Team of the Year
- Business Leader of the Year
- Company of the Year

# HOW TO ENTER

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Your written entry should be submitted via the awards entry page as a PDF document. Please focus on the words, not the presentation, as the jury will not be awarding points based on design.

If additional material is to be submitted, please embed it within your entry or supply a link to an online location where it can be viewed. This includes any testimonials.

PLEASE ONLY UPLOAD ONE FILE PER ENTRY.

Supporting material must not be physical.

Please stick to the word count and be sure to consider the percentages allocated in the scoring as you tell your story.

If providing financial results, percentage growth is acceptable but please note, the more data that can be provided, the easier it will be for the judges to determine success.

Information contained in the entry may be used at the awards presentation or elsewhere unless you request otherwise. Commercially sensitive information will not be shared publicly.

An entry may be submitted into more than one category where relevant. We reserve the right to move entries across categories where it is appropriate to do so.

The period being judged is April 1, 2024 to March 14, 2025 and the scope of the awards covers operations based in Australia and New Zealand.

If submitting an entry that was shortlisted in last year's awards, you must provide evidence pertaining to the last 12 months to show the jury why this deserves to be your year.

The first entry deadline is March 7, 2025. Late entries (with an additional late fee) are accepted until March 14. The awards will be presented on May 22 at the Plaza Ballroom, Melbourne.

The decision of the judges is final, except where new information comes to light after judging, in which case a ruling may be made by Cannabiz in consultation with the relevant jurors. Where misleading information is supplied, regardless of intent, we reserve the right to disqualify entries.

In their deliberations, the judges will consider compliance with state and federal regulations, or what remedial steps have been taken in the event of any breach.

Should the entrant decide to withdraw an entry, the organisers must be notified in writing before the shortlist is announced. In the instance that an entry is withdrawn, entry fees are non-refundable.

If you include images in your entry, you are giving consent for these to be used at the presentation ceremony and in communications about the awards (excluding products).

At least one representative of each submission must be available on the night of May 22, 2025 to collect the award if successful.

#### IMPORTANT NOTE:

- **Each award category will be judged by a minimum of four independent jurors.**
- **Jurors will not vote in categories where they have a direct interest or where there is another conflict (for example, if there are entries in that category from a commercial partner or competitor of the juror).**
- **While sponsors are welcome to enter the Cannabiz Awards - and we are very grateful for their support - sponsorship has no bearing on the results.**

Questions:  
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#### COST OF ENTRY:

#### A\$99 + GST PER AWARD ENTRY

Late fees are \$149 + GST (Cannabiz Premium members will not be charged the late-entry fee).

Please note: entries will not be put before the judges until payment has been received in full.

Submissions can only be made via the Cannabiz website.

Upload PDF entries at  
[cannabiz.com.au/cannabizawards-2025-entry](https://cannabiz.com.au/cannabizawards-2025-entry)



## HEMP PRODUCT OF THE YEAR

This award is for a hemp product which does not need to be prescribed by a GP. It could be a supplement available over the counter in a pharmacy, a skincare or health food product sold at the local supermarket, or a building project using hemp material. Any non-prescribed product or initiative using hemp as a major source material will be eligible to win this award.

In 800 words or less, tell us why your product is the best in the business.

The winner will have had a stellar year, growing revenue and customers. The award recognises a product which has not only delivered on its commercial goals, but has contributed to the growth of the sector by demonstrating the benefits of plant-based products to a wider customer base.

The jury will want to know what problem the product is intended to solve and see evidence that it has succeeded in doing so. Judges will also want to see clear evidence that customers have got a tangible benefit from it.

You will be scored according to the following:

- Product proposition (30%)
- Commercial performance (30%)
- Evidence of success (20%)
- Two customer testimonials (10% x 2 = 20%)

Testimonials are not included in the 800-word limit but each testimonial has its own limit of 150 words. Judges reserve the right to contact the providers of the testimonials for verification. Please note, where no testimonials are provided, a score of zero will be recorded for that element of the total score.

PLEASE INCLUDE TESTIMONIALS WITHIN YOUR ENTRY AND ONLY UPLOAD ONE FILE PER SUBMISSION.

## CANNABIZ AWARD FOR INNOVATION

This award seeks to recognise initiatives that have wider potential lessons for the industry. It's the "I wish I'd thought of that" award.

In 800 words or less, tell the story of the innovation. The scope of this category is deliberately wide. It could, for example, be a new product, a new GP engagement strategy, new ways of handling relationships with partners, a new technology platform, or a fresh approach to company culture.

This category is open to any company or organisation operating in the legal cannabis or hemp sectors.

The jury will be looking for the scale of the innovation, its potential wider impact on - or lessons for - the industry, and the outcome.

Multiple entries based on separate examples of innovation are permitted in this category.

Entries will be scored according to the following:

- Originality (40%)
- Outcomes (40%)
- Impact on the industry (20%)



## BEST USE OF TECHNOLOGY

This award seeks to recognise the company which has harnessed technology to provide an outstanding service to its customers.

In 800 words or less, tell the story of your tech solution. The scope of this category is deliberately wide. It could, for example, be a new distribution platform or inventory management system, a new patient interface, or a state-of-the-art greenhouse facility.

This category is open to any company or organisation operating in the legal cannabis or hemp sectors which has used or developed technology to solve a business need.

Please outline the problem and the process by which the solution was delivered.

As well as concrete results, the jury will be looking to see how your use of technology can potentially benefit customers/patients and/or the industry as a whole.

Entries will be scored according to the following:

- Originality (40%)
- Outcomes (40%)
- Impact on the industry (20%)

## BEST EDUCATION/ENGAGEMENT INITIATIVE

This award recognises the company or organisation that has done the most to help the community understand the benefits of cannabis in a healthcare setting.

It could be a GP education initiative, a website aimed at patients, or a training event for nurses.

But those are just examples. Any activity that helps to reduce the stigma around cannabis will be eligible to win this award.

The winning entry will be able to demonstrate evidence of success, not just for their own business, but the wider industry.

In its deliberations, the jury will consider regulatory compliance, or what remedial steps have been taken in the event of any breach.

In 800 words or less, tell us why your company or organisation has done the most to advance the sector's cause during the judging period.

Entries will be scored according to the following:

- Educational activity (40%)
- Effectiveness (40%)
- Industry contribution (20%)





## CLINIC OF THE YEAR

This award recognises the clinic and/or telehealth service which has done most to advance the interests of its patients during the judging period.

The jury is seeking a clinic which has made a significant contribution by consistently delivering the highest standards of care as well as advocating on behalf of its patients.

The winner will demonstrate a transparent commitment to patient care, putting their needs above the commercial goals of the organisation.

That said, the jury will want to see clear evidence of commercial success, and that such growth has been achieved in a manner that best serves the interests of patients.

If your clinic provides telehealth consultations, either as a standalone offering or in conjunction with a face-to-face service, please explain how you deliver an outstanding patient experience.

The judges will want to see concrete evidence of superior patient care including the quality and duration of the consultation process.

In 800 words or less, tell us why your clinic deserves to be considered the best in the business.

Entries will be scored according to the following:

- Prescribing activity (20%)
- Patient advocacy (20%)
- Commercial success (20%)
- Transparency (20%)
- Value for money (20%)

## DISPENSARY/PHARMACY OF THE YEAR

This award recognises the dispensary/pharmacy which has done most to advance the interests of its patients during the judging period.

The jury is seeking a dispensary/pharmacy which has made a significant contribution by consistently delivering the highest standards of care as well as advocating on behalf of its patients.

The winner will demonstrate a transparent commitment to patient care, putting their needs above the commercial goals of the organisation.

That said, the jury will want to see clear evidence of commercial success, and that such growth has been achieved in a manner that best serves the interests of patients.

In 800 words or less, tell us why your dispensary/pharmacy deserves to be considered the best in the business.

Entries will be scored according to the following:

- Prescribing activity (20%)
- Patient advocacy (20%)
- Commercial success (20%)
- Transparency (20%)
- Value for money (20%)

## BEST PATIENT- FOCUSED INITIATIVE

This award is for the company or organisation that has done the most to directly help the cause of patients during the judging period.

It could be a compassionate access scheme, work you've done on behalf of military veterans, a campaign to support patients in rural areas, or a piece of research involving a specific group.

Any activity that helps improve patient access will be eligible to win this award.

The winning entry will be able to demonstrate evidence of success, not just for their own business, but the wider industry.

In 800 words or less, tell us why you have done the most to advance the patient cause during the judging period.

Entries will be scored according to the following:

- The initiative (40%)
- Outcomes (40%)
- Industry contribution (20%)



## ENVIRONMENTAL, SOCIAL AND GOVERNANCE AWARD

The environmental, social and governance award recognises the company or organisation that has truly baked ESG into its operations.

The jury will want to see evidence that ESG elements are integrated into the business and the operation of the company/organisation and an explanation of their relevance.

They will also want to see how ESG creates long-term value for the company/organisation.

Entries will be scored according to the following:

- Sustainability strategy (20%)
- Corporate governance (20%)
- Social (20%)
- Environmental (20%)
- Internal and external communication of ESG policies (20%)





## CULTIVATOR OF THE YEAR

In 800 words or less, tell us why your company deserves to be considered the best cultivator in the business.

The winner will have had a stellar year, growing revenue and its customer base, but also delivering product to a consistently high standard.

As well as revenue generation, the jury will want to see evidence of yields produced, yield per plant, reduced waste, efficiency and environmental impact.

The jury will also want to see evidence of high customer and/or patient satisfaction with the quality of your product. It will also reward the company which is planning for long-term sustainability, and can demonstrate a clear path to profitability.

Please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building culture and delivering high-performance outcomes.



In its deliberations, the jury will consider regulatory compliance, or what remedial steps have been taken in the event of any breach.

You will be scored according to the following:

- Commercial performance (30%)
- Long-term strategy (20%)
- Customer satisfaction/retention (20%)
- Environmental impact (10%)
- Two testimonials from clients, investors, or other stakeholders (10% x 2 = 20%)

Testimonials are not included in the 800-word limit but each testimonial has its own limit of 150 words. Judges reserve the right to contact the providers of the testimonials for verification. Please note, where no testimonials are provided, a score of zero will be recorded for that element of the total score.

PLEASE INCLUDE TESTIMONIALS WITHIN YOUR ENTRY AND ONLY UPLOAD ONE FILE PER SUBMISSION.



## MANUFACTURER OF THE YEAR

In 800 words or less, tell us why your company deserves to be considered the best manufacturer in the business.

The winner will have had a stellar year, growing revenue and its customer base, but also delivering product to a consistently high standard.

The jury will want to see evidence of high customer and/or patient satisfaction with the quality of your product. It will also reward the company which is planning for long-term sustainability, and can demonstrate a clear path to profitability.

Please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building culture and delivering high-performance outcomes.

Please also provide evidence that your company holds a TGA or Medsafe manufacturing licence (operations must be based in Australia or NZ).

In its deliberations, the jury will consider regulatory compliance, or what remedial steps have been taken in the event of any breach.



You will be scored according to the following:

- Commercial performance (40%)
- Long-term strategy (40%)
- Two testimonials from clients, investors, or other stakeholders (10% x 2 = 20%)



Testimonials are not included in the 800-word limit but each testimonial has its own limit of 150 words. Judges reserve the right to contact the providers of the testimonials for verification. Please note, where no testimonials are provided, a score of zero will be recorded for that element of the total score.

PLEASE INCLUDE TESTIMONIALS WITHIN YOUR ENTRY AND ONLY UPLOAD ONE FILE PER SUBMISSION.



## BEST PLACE TO WORK

This category seeks to recognise the workplace which offers the best environment for its staff.

Companies must have a minimum of 10 full-time employees to be eligible.

The jury will want to see evidence that yours is an inclusive workplace which actively promotes women into senior roles and that there are processes in place to appropriately deal with any human resources issues which arise.

In 800 words or less, please explain what makes yours a great place to work, covering the following criteria.

- Working environment and conditions (20%)
- Communications with staff (15%)
- Career development, training, recognition and rewards (15%)
- Company culture and ethos (15%)
- Evidence of inclusivity and staff retention (15%)
- Two staff testimonials (10% x 2 = 20%)

## BEST INDUSTRY NEWCOMER

This category recognises an individual who has been working in the industry for 12 months or less by the awards closing date and who demonstrates exceptional ability and potential.

The jury will want to hear how the entrant has contributed to the success of their employing organisation and the growth of the wider industry.

In 800 words or less, tell us why you or a colleague deserves to be considered the brightest new talent in the industry.

Entries will be scored according to the following:

- Achievements on behalf of the employing business or organisation (45%)
- Contribution to the industry (35%)
- Two testimonials from your immediate line manager and another senior leader within the organisation (10% x 2 = 20%)

Testimonials are not included in the 800-word limit but each testimonial has its own limit of 150 words. Judges reserve the right to contact the providers of the testimonials for verification. Please note, where no testimonials are provided, a score of zero will be recorded for that element of the total score.

PLEASE INCLUDE TESTIMONIALS WITHIN YOUR ENTRY AND ONLY UPLOAD ONE FILE PER SUBMISSION.

## PRESCRIBING HEALTHCARE PRACTITIONER OF THE YEAR

This award recognises the individual who has done most to advance the interests of their patients during the judging period.

The jury is seeking a prescriber who has made a significant contribution by consistently delivering the highest standards of care as well as advocating on behalf of their patients.

The winner will demonstrate passion, commitment, creativity and integrity in their determination to advance the patient cause.

They will also contribute to the development of the industry by helping colleagues understand the potential of plant-based medicine as a treatment option.

In 800 words or less, tell us why you or your colleague deserves to be considered the best prescribing healthcare practitioner in the business.

Entries will be scored according to the following:

- Prescribing activity (40%)
- Patient advocacy (40%)
- Industry contribution (20%)



## NURSE OF THE YEAR

This award recognises the individual who has done most to advance the interests of their patients and the sector during the judging period.

The jury is seeking a nurse who has made a significant contribution by consistently delivering the highest standards of care as well as advocating for the benefits of medicinal cannabis.

The winner will demonstrate passion, commitment, creativity and integrity in their determination to advance the patient cause.

They will also contribute to the development of the industry by helping colleagues understand the potential of plant-based medicine as a treatment option.

This award is for non-prescribing nurses who provide outstanding care to patients before, during and after their medicinal cannabis journey.

IF YOU ARE A NURSE PRACTITIONER, PLEASE ENTER THE PRESCRIBING HEALTHCARE PRACTITIONER OF THE YEAR CATEGORY.

In 800 words or less, tell us why you or your colleague deserves to be considered the best nurse in the business.

Entries will be scored according to the following:

- Patient care (40%)
- Advocacy for plant-based medicine (40%)
- Industry contribution (20%)



## CANNABIZ AWARD FOR INDUSTRY COLLABORATION

This category is open to all types of companies or organisations.

It seeks to recognise the most effective collaboration between the company/organisation and its partner(s) when working on a project.

It could be a product launch, a research initiative, a lobbying campaign - any activity in which your company or organisation has collaborated successfully for the wider good of the industry.

In no more than 400 words, outline how all parties worked together on a particular campaign or project, including the brief and execution.

In a further 400 words or less, describe the results, including metrics where appropriate such as sales, media coverage, regulatory changes or raised awareness.

Entries will be scored according to the following:

- Collaboration concept - the idea (30%)
- Execution (25%)
- Outcomes (25%)
- Impact on the industry (20%)

## CANNABIZ AWARD FOR INDUSTRY ADVANCEMENT

This award recognises the organisation, company or individual who has done most to advance the interests of the industry during the judging period.

The winner will have made a significant contribution to the sector, perhaps by lobbying for changes to legislation, or campaigning on behalf of patients.

It could be a company which has funded industry-leading research, a medicinal cannabis education service, a trade association or patient lobby group.

In all cases, the jury will want to understand how your activity has directly benefited patients and to hear about your methodology/strategic thinking as well as your findings/results.

If entering a research project, they will be looking for evidence of scientific rigour, and that your findings have been peer-reviewed and/or published in a reputable journal.

PLEASE NOTE THE JURY WILL BE LOOKING FOR EVIDENCE OF POSITIVE RESULTS/OUTCOMES IN THE PAST 12 MONTHS.

In 800 words or less, tell us why you, your colleague, your company or organisation has done most to advance the industry's cause during the judging period.

Entries will be scored according to the following:

- Activity (25%)
- Results/outcomes (25%)
- Methodology/strategic thinking (25%)
- Industry contribution (25%)



## MEDICAL SCIENCE LIAISON TEAM OF THE YEAR

This category recognises the best performing medical science liaison team working in the sector.

In no more than 800 words, tell us why it has been your year. The jury will want to hear how your team has engaged with prescribers, helping to build knowledge of medicinal cannabis and evidence and confidence in prescribing it.

The jury will be looking for examples of innovation within the judging period as well as commercial performance.

Please detail the team culture including innovation in recruitment and retention, focus on staff development, insight into building a wider team culture and delivering high-performance outcomes.

In its deliberations, the jury will consider regulatory compliance, or what remedial steps have been taken in the event of any breach.

You will be scored according to the following:

- Engagement with healthcare practitioners (40%)
- Commercial performance (20%)
- Innovation (20%)
- Culture (20%)



## START-UP/LAUNCH OF THE YEAR

In 800 words or less, tell us why the launch of your company, product or service deserves to be considered the most successful this year.

The winning entry will have launched during the judging period, and not only delivered on its commercial goals, but contributed to the wider growth of the sector by introducing a new product or service that benefits the industry and, ultimately, patients.

IN THE CASE OF COMPANY ENTRIES, YOUR BUSINESS CAN HAVE BEEN ESTABLISHED PRIOR TO THE JUDGING PERIOD, BUT MUST ONLY HAVE COMMENCED OPERATIONS IN AUSTRALIA OR NEW ZEALAND IN THE LAST 12 MONTHS.

The jury will want to know what problem the start-up/launch intended to solve and evidence that it has succeeded in doing so. It will also reward an organisation which is planning for long-term sustainability and can demonstrate a clear path to profitability.

In their deliberations, the judges will consider regulatory compliance, or what remedial steps have been taken in the event of any breach.

While entries are open to companies which have launched products available to patients on prescription, only company names will be included in awards material, trophies etc in order to comply with TGA advertising guidelines.

You will be scored according to the following:

- Commercial performance (30%)
- Evidence of success/benefits to patients (30%)
- Long-term strategy (20%)
- Industry contribution (20%)



## BUSINESS LEADER OF THE YEAR

This category is designed to recognise an individual who has a leadership role within a business, and has delivered significant success for its stakeholders during the judging period.

The jury is seeking a leader who has made a significant contribution to the sector and the organisation they lead, consistently inspiring others and portraying the industry in a positive light.

Please detail the team culture including innovation in recruitment and retention, focus on staff development and delivering high-performance outcomes. Please also provide evidence that there are processes in place to appropriately deal with any human resources issues which arise.

The jury will want to know why this is your year to be recognised.

In 800 words or less, tell us why you or your boss deserves to be considered the best in the business.

Entries will be scored according to the following:

- Achievements on behalf of the employing business (40%)
- Contribution to the industry (20%)
- Culture (20%)
- One testimonial from a direct report and another from a senior stakeholder in the company (10% x 2 = 20%)

Testimonials are not included in the 800-word limit but each testimonial has its own limit of 150 words. Judges reserve the right to contact the providers of the testimonials for verification. Please note, where no testimonials are provided, a score of zero will be recorded for that element of the total score.

PLEASE INCLUDE TESTIMONIALS WITHIN YOUR ENTRY AND ONLY UPLOAD ONE FILE PER SUBMISSION.

## COMPANY OF THE YEAR

In 800 words or less, tell us why your company deserves to be considered the best in the business.

The winner will have had a stellar year, growing revenue and its customer base.

The award recognises a business which has not only delivered on its commercial goals, but contributed to the wider growth of the sector via GP education, patient advocacy, government lobbying or involvement with trade bodies/industry initiatives.

It also rewards a company which is planning for long-term sustainability, and can demonstrate a clear path to profitability.

Please detail the team culture including innovation in recruitment and retention, focus on staff development and delivering high-performance outcomes. Please also provide evidence that there are processes in place to appropriately deal with any human resources issues which arise.

In its deliberations, the jury will consider regulatory compliance, or what remedial steps have been taken in the event of any breach.

You will be scored according to the following:

- Commercial performance (30%)
- Long-term strategy (30%)
- Industry contribution (20%)
- Culture (20%)