



FAQS

Key Dates

Monday, 4 March
Club entries open

Tuesday, 30 April
Club entries close

Tuesday, 30 April
Diner voting starts

Sunday, 16 June
Diner voting closes

Monday, 27 May
Awards Night
Tickets On Sale

Tuesday, 2 July
Awards Night

What's it all about?

Perfect Plate 2024 is a dining competition for member clubs across NSW. It has been designed to showcase the best in club dining and highlight the many talented chefs working in the industry.

What's in it for my club?

Perfect Plate 2024 is as much of a marketing opportunity for your club as it is a culinary competition designed to increase club visitation levels and dining sales and will be supported by:

- A partnership with *The Daily Telegraph* for campaign promotion through various pieces advertising and editorial content
- Advertisements to be heard on 2GB for the duration of the public voting period
- Interviews with the competition's ambassadors
- A robust digital and social media advertising campaign strategy.

How can I enter my club?

Visit perfectplate.com.au and register a primary contact. This person will receive all communications directly related to your Perfect Plate submission.

After registering, clubs can log into their Perfect Plate account and submit a competition dish to be featured on their menu for the duration of the public voting period.

- Clubs enter their dish via an online registration form at perfectplate.com.au — once a dish is submitted, it cannot be changed or updated
- The dish must be a full-priced main meal item with no discount
- Clubs with multiple eateries are permitted to enter a different dish for each restaurant
- Clubs and awards will be broken down into 13 regions, as well as size, based on membership numbers:
 - *Small* — 0–5000 members
 - *Medium* — 5001–30,000 members
 - *Large* — 30,001+ members.
- Entries for member clubs will close Tuesday, 30 April 2024.

How do I promote my club's involvement?

Once you've entered your eatery or eateries, you will be able to download 'teaser' marketing collateral. This is for use on digital signage around your venue only.

Prior to public voting opening on Tuesday, 30 April, each club will be able to download marketing collateral specific to their venue. This will consist of:

- General venue collateral — pull up banner, digital and POS screens (these can be used for social media), cards, A4 and A3 posters
- Restaurant-specific collateral with QR code — pull up banner, digital and POS screens, cards, A4 and DL flyers for menu holders.

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FAQS

How will diners vote?

During the voting period (30 April–16 June 2024):

1. a diner purchases the club's competition dish
2. scans the QR code unique to that club or club eatery
3. completes the online voting form and uploads a copy of their receipt at perfectplate.com.au.

Diners are only permitted to vote once per venue (duplicate votes will not be counted)

As a further incentive to encourage diners to travel to multiple venues/club eateries within their region, try Perfect Plate dishes and vote, they will also have a chance to win:

- a daily \$100 voucher
- one of two foodie getaways for two valued at up to \$3,500 each (awarded to diners who visit the most clubs/club eateries and vote for competition dishes throughout the voting period).

Who are the competition partners?

Perfect Plate Partners

- [Anchor Food Professionals](#)
- [Carlton & United Breweries](#)
- [Kraft Heinz Foodservice](#)
- [Treasury Wine Estates](#)



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