

CHOICE AWARDS 2011 Fact Sheet

AWARDS BACKGROUND

The second annual CHOICE Awards will take place at The Australian Museum in Sydney on Thursday 31st March, 2011 at 6pm.

The ten award categories span a range of products and services, each measured against strict selection criteria.

The CHOICE Awards combine more than 50 years of expertise with consumer insight and expert knowledge, including the popularly voted People's CHOICE Awards and the CHOICE Consumer Champion Awards recognising the contribution made.

AWARD CATEGORIES

- People's CHOICE Award Best Retailer
- People's CHOICE Award- Best Online Retailer
- People's CHOICE Best Value Mobile Phone Service
- Best Washing Machine Brand
- Best TV Brand
- Best Low-Fee Bank Account
- Best Online Savings Account
- Best Restaurant Hygiene Rating Scheme
- Consumer Champion
- Consumer Champion Lifetime Achievement Award

NOMINATION PROCESS AND JUDGING

The organisations short listed in each category have been selected from hundreds of product tests and research projects undertaken by CHOICE during 2009-2011. The winner in each award category is determined by a panel of CHOICE experts in each field.

The nominees in the People's CHOICE Awards (Best Retailer, Best Online Retailer and Best Value Mobile Phone Service) were determined via a voting process opened up to CHOICE's 180,000 members.

The CHOICE Best Restaurant Hygiene Rating Scheme Award will be chosen from the 11 Local Government Councils across Australia which operate such schemes.

The CHOICE Consumer Champion Award and the CHOICE Consumer Champion Lifetime Achievement Award acknowledge the contribution of an individual to the greater good of all consumers.

ABOUT CHOICE:

In 1959 fifty people met in the Sydney Town Hall to launch the Australian Consumers' Association in response to a deeply felt need for the establishment of a powerful consumer voice in the post-war marketplace.

A decision to publish a magazine – CHOICE – was made just the next year, at a time when the membership of the Association had only reached 500. The financial

structure of this organisation has relied on subscriptions for almost 50 years, which affords CHOICE the freedom to act in a truly independent and credible manner, calling governments and industries to account on behalf of all Australian consumers.

CHOICE still receives no government funding and takes no advertising across any of its magazines, website or products. We derive all our income from our 180,000 members and speak on behalf of consumers without fear or favour.

For more information about the 2011 CHOICE Awards go to www.choice.com.au/choiceawards.

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