

28th Annual WAITTA INCITE Awards 2018-2019

Category Information Guide



CATEGORY: PEARCEY WESTERN AUSTRALIAN ENTREPRENEUR OF THE YEAR in association with the Pearcey Foundation

Overview

The **Pearcey Western Australian Entrepreneur of the Year** award recognises an individual who has made an outstanding contribution to the Western Australian ICT Industry. It is aimed at finding an outstanding entrepreneur who has “taken a risk”, “made a difference” and “is an inspiration”.

The Award is aimed at encouraging and rewarding fresh and innovative talent in the ICT and digital media professions. It is awarded to an individual mid-career who has demonstrated innovative and pioneering achievement and contribution in their chosen industry.

The winner will be drawn from contributors across all aspects of the ICT industry including (but not limited to) computing science, the internet, communications, social media and networking, interactive media, games and the like. The idea is to embrace all those younger professionals in the ICT sector and not exclude anyone. The individual should be one who will act as a role model for others to acknowledge and hopefully emulate.

Nominations for this award may be made with or without the knowledge of the person being nominated. Only the winner of this category will be announced at the INCITE Awards.



The **Pearcey Foundation** aims to elevate Australia's Information and Communications Technology (ICT). This includes recognising outstanding Australians contributing to the ICT sector and facilitating in-depth policy debate on how to best make use of the transformative digital technologies that are reshaping Australian society and its economy.

Important Dates

28 February 2019	Entries Close
5 April 2019	Announcement of Finalists & PitchFest
2-8 May 2019	Judging Week – Finalists Presentations to Judging panels
14 June 2019	Announcement of Winners at WAITTA INCITE Awards Gala Presentation Dinner

How to Enter

Entry instructions, frequently asked questions, terms and conditions can be found on our website:

www.inciteawards.org.au

Need Help?

For all queries, please contact:
Sue McLennan, Event Manager
Phone 0409 370 749
Email sue.mclennan@waitta.com.au

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Criteria and Attributes

Entries in the Pearcey Western Australian Entrepreneur of the Year award will be judged according to the following criteria:

Risk

The "risk" is a measure of the extent to which the nominee has crusaded a new business and/or technology, particularly in their own venture. The idea is that the winner has gone out on a limb to achieve things, rather than achieving things as part of their normal job.

Attributes considered include:

- Boldness, initiative and execution of the venture
- Size (or potential) of business, revenue, offices etc.
- The journey that lead to the success.

Difference

The "difference" is related to both commercial success and impact in our ICT industry. The idea is that the winner has to be more than just successful; their success should also have a measurable/notable impact in the industry.

Attributes considered include:

- The commercial impact of the contribution
- The breadth and depth of the innovation
- The industry impact of the contribution or venture.

Inspiration

The "inspiration" is about the type of person they are. The winner should be a role model, especially for younger ICT aspirers, and be an advocate of the Australian ICT industry.

Attributes considered include:

- Role model and inspiration to younger generation
- Leadership and profile in the industry
- Contributions to the wider community.

CV

The CV should emphasise how your entrepreneurial success meets the three criteria. The nomination should be supported by a detailed CV (as an attachment), covering both the nominee's normal background, but also those contributions to the broader Australian ICT advance (eg committee memberships, honorary advisory work, encouragement to others, etc).

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27th Annual WAITTA INCITE Awards 2017-2018 Pearcey Western Australia Entrepreneur of the Year

FAQs

Q: What is the Selection Committee looking for?

A: Anyone who has "taken a risk" and "made a difference" and "is an inspiration" in the Australian ICT and Digital Media industries.

Q: What does "mid career" mean?

A: The aim is to give recognition during a career, rather than at the end of one. This means that you need to have spent enough time in your chosen career to make a significant contribution, but are not yet at the 'top of the tree'.

Q: What does "early in his or her career" mean?

A: The aim is to give recognition during a career, rather than at the beginning of one. This means that you need to have spent enough time in your chosen career to make a significant contribution, but are not yet at the 'top of the tree'.

Q: What does "role model" mean?

A: The intention is to recognise and promote an individual others can admire for the quality of the contribution itself, for the way it was achieved and for the positive impact it has had. Such individuals will hopefully act as models for others to emulate.

Q: Is the Award about the person or their achievements?

A: The Pearcey State Award is a personal award by your peers who recognise your outstanding contributions to the ICT Industry. These contributes may be new innovation, new knowledge, the clever application of ICT or ways to improve professional practice. Importantly, the contributions should be above and beyond what is expected of a person in their normal role.

Q: Does R&D mean it must be practical, or can it be purely research oriented?

A: The achievement should be both innovative and practical. If the achievement is research oriented, then it needs to have valuable commercial potential. If the achievement is in the novel application of IT using existing technologies, then there must be significant market opportunity.

Q: How would you define innovative and pioneering achievements?

A: Your achievement should make a unique contribution to new knowledge and/or professional practice. It should involve an outstanding application of ICT and have valuable commercial opportunities, either already demonstrated or with clear potential. Your achievement should be recognised as highly significant by your peers and be above and beyond what is expected as a person in your role.

Q: Is the Award based on the significance of the technology or innovation?

A: Not necessarily - this is a personal award for the extent of your contribution and, in the pioneering spirit, the risks you have taken along the way.

Q: If my work is not based in WA, am I eligible?

A: Your work should have some significant links to WA; however you do not have to be from WA or living in WA.

Q: Can you give me an example of a prize winner?

A: Previous winners in other states are listed under each state in the [Pearcey State Entrepreneur Awards](https://pearcey.org.au/state-awards/) [https://pearcey.org.au/state-awards/].

The inaugural Pearcey Western Australian Entrepreneur Award was made in 2017 at the 26th INCITE Awards. Matthew Macfarlane from Yuuwa Capital was recognised for his contribution to the ICT industry and being a role model and inspiration to the profession.

www.inciteawards.org.au

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