

# 28<sup>th</sup> Annual WAITTA INCITE Awards 2018-2019

## Category Information Guide



## CATEGORY: DR MAL BRYCE WA TECH COMPANY OF THE YEAR

### Overview

This award recognises the diverse economy in Western Australia and the positive impact of technology in the State. The WA Tech Business of the Year is a leader in the industry, making an outstanding contribution to the diverse economy of Western Australia, standing in its own right while changing and transforming industry.

**NOTE:** The award excludes businesses deriving its main revenue from delivering personal/professional services such as technology development consulting.

### Description

This award is aimed at rewarding and recognising WA-based technology companies that can demonstrate leadership, excellence, solid track record and future growth.

### Eligibility

To be eligible for the WA Tech Company of the Year Award, the organisation must meet the following criteria:

- Be based in Western Australia
- Demonstrate a minimum of 5 years trading history
- Demonstrate revenue of at least \$1 million in its most recent financial year
- Use an innovative technology solution as a key point of differentiation for its main business

The winning company uses its own technology for which it owns the intellectual property.

The business contributes to Western Australia in terms of income, jobs and growth and is doing something novel (“new to the world”).

It has implemented strong governance and development processes, has team commitment and can demonstrate future growth capability and opportunity.

(continued on next page)

### 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](http://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](mailto:sue.mclennan@waitta.com.au)

[www.inciteawards.org.au](http://www.inciteawards.org.au)

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WA Information Technology and  
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### Eligibility (continued)

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

### Sample Market Sectors

Comparative examples in other States might include Canva (originally WA, now based in NSW), Vinomofo (Vic) or Atlassian (NSW).

### Criteria and Attributes

Entries in the WA Tech Company of the Year award will be judged according to the following criteria:

#### Impact

This criterion judges the past, present and potential impact:

- Position in industry (e.g. market leader)
- Disruption to an existing industry and the creation of a new one
- Trajectory in terms of sales, staff numbers, growth rate, revenue and profits
- Contribution to WA in terms of income, jobs and growth.

#### Business Model and Sustainability

This criterion judges the advantages of the business with respect to:

- Value Proposition – solving concrete problems
- Income streams and distribution channels
- Cost structure
- Customer relationship(s) including support and feedback
- Market segments - past, present and planned.

#### Governance, Resources and Processes

This criterion judges the success of the following:

- Commitment and capabilities of leadership team
- Risk management and governance procedures
- Partner network
- Future plans to keep growing.

#### Innovation

This criterion judges the degree of innovation:

- Novel (“new to the world”) technology products and services
- Uniqueness
- Complexity
- Creativity.

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#### FAQs

**Q: What is the Selection Committee looking for?**

A: Mature tech companies that make a significant contribute to Western Australia in terms of income, jobs and growth. The category celebrates the diverse economy in Western Australia and recognises tech businesses standing in their own right.

**Q: What if we do not meet the eligibility criteria?**

A: The criteria have been set to recognise WA based tech companies standing in their own right. The eligibility criteria are mandatory and if your nomination does not meet all of the eligibility criteria, your submission will not be accepted.

**Q: Is the Award about the company or their achievements/contributions?**

A: The Tech Company Award is a company award that recognises the company's your outstanding contributions to the ICT Industry. The WA Tech Business of the Year is a leader in the industry, making an outstanding contribution to the diverse economy of Western Australia, standing in its own right while changing and transforming industry. The business contributes to Western Australia in terms of income, jobs and growth and is doing something novel ("new to the world").

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

A: The winning company uses an innovative technology solution as a key point of differentiation for its main business. It uses its own technology for which it owns the intellectual property.

The award excludes businesses deriving its main revenue from delivering personal/professional services such as technology development consulting.

**Q: If the company is not is in WA, is it eligible?**

A: The company may operate in other states but a significant portion of its operation must be based and operating from Western Australia.

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

A: At the 27<sup>th</sup> Annual WAITTA INCITE Awards, the inaugural winner of the award was **HealthEngine**. The first inductees into the Hall of Fame were:

- Agworld
- ClickSend
- HealthEngine
- SEQTA