

# 29<sup>th</sup> INCITE Awards 2019-20

## 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 Dr Mal Bryce WA Tech Company 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.

To be eligible for the Dr Mal Bryce 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 IP.

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.

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).

#### Important Dates

27 February 2020	Entries Close
2 April 2020	Announcement of Finalists & PitchFest
30 April-6 May 2020	Judging Week Finalists Presentations to Judging panels
12 June 2020	Announcement of Winners at the 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)

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#### Criteria and Attributes

Entries in the Dr Mal Bryce 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;
- Customer relationship(s) including support and feedback;
- Market segments - past, present and planned;
- Governance

##### **Future Impact on Western Australia**

This criterion judges the success of the following:

- Commitment and capabilities of leadership team;
- Future plans to keep growing and remain in WA;
- Commitment to Western Australia in terms of job creation, revenue and earnings, marketability.

##### **Innovation**

This criterion judges the degree of innovation:

- Uniqueness, complexity and impact;
- Type of innovative impact – incremental, disruptive, radical or architectural.

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#### FAQs

The following FAQs are specifically for the Dr Mal Bryce WA Tech Company of the Year award.

**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 Dr Mal Bryce WA Tech Company Award is a company award that recognises the company's outstanding contributions to the ICT Industry. The Dr Mal Bryce WA Tech Company 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 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> INCITE Awards, the inaugural winner of the award was **HealthEngine**. The first inductees into the Hall of Fame were:

- Agworld
- ClickSend
- HealthEngine
- SEQTA

At the 28<sup>th</sup> INCITE Awards, the winner of the award was **Royal Flying Doctor Service WA** and the inductees into the Hall of Fame were:

- Royal Flying Doctor Service WA
- Schrole Group