



Department of
**Jobs, Tourism, Science
and Innovation**



WESTERN AUSTRALIA
INNOVATOR
OF THE **YEAR 2023**

2023

Guidelines for Applicants

Showcasing innovative and entrepreneurial individuals, businesses and creative minds since 2006.

INTRODUCTION

PURPOSE OF THIS GUIDE

The Western Australia Innovator of the Year (WA IOTY) Guidelines for Applicants (Guidelines) are to be used as a reference guide when applying for the program.

Applicants should read these Guidelines before completing their WA IOTY Application.

OVERVIEW OF THE WA INNOVATOR OF THE YEAR PROGRAM

The major aim of the WA IOTY program is to acknowledge and reward exceptional innovators in Western Australia who have developed an outstanding innovative product, technology, or service, which is at the emerging innovation or growth phase of development. The innovation must demonstrate an economic, social, or environmental benefit to Western Australia.

Applications funded under the WA IOTY program will target market problems and realise opportunities of importance to Western Australia. It is intended that financial support will assist successful applicants to take a product, technology or service from its emerging innovation or growth phase of development to commercialisation.

Objectives

In accordance with the New Industries Fund, the objectives of the WA IOTY program are to:

- promote and acknowledge the success of Western Australian innovators;
- encourage co-support from industry for promotional activities;
- activate and strengthen industry-government research collaborations;
- engage communities throughout Western Australian regions in innovation; and
- promote job creation and economic diversification in Western Australia.

Program Categories

The WA IOTY program comprises of two categories:

- Rio Tinto Emerging Innovation Category (pre-revenue) if for applicants who have *not* generated revenue from their innovation.
- Rio Tinto Growth Category (post-revenue) is open to applicants that *have* generated revenue from their innovation.

PROGRAM AWARDS

WA Innovator of the Year – Overall Winner - \$100,000 (GST exempt)

Grand prize awarded to a WA applicant who has developed an outstanding innovative product, technology, process or service that clearly demonstrates an economic, social or environmental benefit to Western Australia.

The winner of this award will be chosen from the finalists from either the Emerging Innovation Category or the Growth Category. The Overall Winner will also receive an opportunity for a full time PhD student to assist in the further research and development of the innovation from Biodesign Australia.

Rio Tinto Emerging Innovation Category Winner - \$30,000 (GST exempt)

Awarded to a WA applicant who has developed an outstanding innovative product, technology, process or service that is pre-revenue. The applicant must also clearly demonstrate an economic, social or environmental benefit to Western Australia.

Rio Tinto Growth Category Winner - \$30,000 (GST exempt)

Awarded to a WA applicant who has developed an outstanding innovative product, technology, process or service that is post-revenue. The applicant must also clearly demonstrate an economic, social or environmental benefit to Western Australia.

Woodside Energy Platinum Award for Energy Innovation Winner - \$20,000 (GST exempt)

Awarded to a WA applicant who has developed an innovation that inspires and informs the future direction of oil, gas, and new energy production in WA, for export and for domestic WA customers, with new technology and new business models.

To be considered for this award you need to indicate via a tick box on the online application form under the Platinum Sponsor Awards tab.

Business News Great for the State Platinum Award Winner - Advertising, subscription and sponsorship pack to the value of \$10,000 and \$10,000 (GST exempt)

Awarded to a WA applicant that has developed an outstanding innovation, which raises the profile of WA and contributes to developing WA's reputation as an innovative and pioneering state.

To be considered for this award you need to indicate via a tick box on the online application form under the Platinum Sponsor Awards tab.

Wesfarmers Wellbeing Platinum Award Winner - \$20,000 (GST exempt)

Awarded to a WA applicant who has developed an outstanding innovative product, technology, process or service that advances social or medical wellbeing in the community.

To be considered for this award you need to indicate via a tick box on the online application form under the Platinum Sponsor Awards tab.

Note: All award winners will be announced at the WA IOTY Awards Ceremony, which will take place in November 2023.

LEVELS OF FUNDING SUPPORT

The WA IOTY program raises awareness of innovation as a driver of economic and technological change in Western Australia. It presents an opportunity for winners to maximise the commercialisation of their innovations by building links between industry and research, and in doing so generate employment and expand the export potential of the State.

Celebration of the winners presents the State Government with the opportunity to showcase Western Australia's innovative capacity.

Nothing in the application process, the selection process or any associated documentation shall give rise to any:

- (a) legal relations or process contract between the Minister or the State on the one hand and the applicant on the other; or
- (b) rights at law or in equity (howsoever arising) on the part of any applicant; or
- (c) legitimate expectations on the part of the applicant.

In addition to the cash prizes awarded to the winners as outlined above, finalists in both the Emerging Innovation and Growth categories receive the following benefits:

- a full day workshop run by a qualified and experienced industry facilitator to provide finalists with the skills and techniques required for a compelling and professional pitch presentation;
- two-hour one-on-one mentoring session to refine pitch presentation and tailored for your specific innovation's business plan;
- a three-hour workshop on social media and digital strategy;
- a three-hour seminar on board models for entrepreneurs;
- a one-hour appointment on protecting your IP rights;
- a webinar on equity incentives;
- a webinar on grant writing;
- a one-hour legal health overview session; and

Two finalists will be awarded a scholarship to attend a program with the Centre of Entrepreneurial Research and Innovation (CERI).

In addition, all finalists in both the Emerging Innovation and Growth categories receive:

- a professionally edited two-minute video of their innovation which is shown at the Awards Ceremony and is gifted to the finalist following the conclusion of the program for marketing and promotion of their business and innovation; and
- professional photographs of the company and their innovation.

ELIGIBILITY CRITERIA

APPLICANT ELIGIBILITY

In order to be considered eligible, and to be included in the evaluation process, an application must be received by the closing date and time and must meet the following criteria:

- The applicant must:
 - ✓ have a business address and be developing their innovation in Western Australia at the time of submission;
 - ✓ continue to be based in Western Australia during the next three years;
 - ✓ be an industry organisation, private sector firm, public sector agency, university, research institute, partnership, other organisation or a sole trader based in Western Australia;
 - ✓ have an ABN or ACN;
 - ✓ have developed their product or service from original concept, can clearly define the market need or problem it solves and have some form of IP protection and/or rapid route to market;
 - ✓ be the legal or authorised owner of the innovation;
 - ✓ not have previously been a recipient of an award under the WA IOTY program for the same innovation; and
 - ✓ commit to attending all Business Capability Training sessions in August, September and October.

To be eligible in the **Emerging Innovation Category**, the applicant must:

- ✓ *not* have generated revenue from the innovation set out in this application.

To be eligible in the **Growth Category**, the applicant must:

- ✓ *have* generated revenue from the innovation set out in this application.

The Overall Winner is ineligible to also win the category into which they originally entered.

Applicants can only enter one application per innovation in one of the Emerging or Growth categories (i.e. an application for the same innovation cannot be lodged for both categories).

EVALUATION CRITERIA

Eligible applicants will be evaluated against the following criteria:

- **Description of the Innovation:** The applicant demonstrates how the innovation provides a competitive solution to a market need in Western Australia;
- **Commercial Potential:** The innovation has commercial potential, and the applicant has a suitable business plan and marketing strategy;
- **Capability and Capacity:** The applicant demonstrates they have the necessary business experience, resources, and expertise (e.g., technical, managerial), either internally or externally, to advance the innovation; and
- **Level of Impact/Change:** The impact that the State Government funds will have on:
 - advancing the innovation;
 - generating job creation and economic diversification benefits for Western Australia; and
 - delivering tangible benefits for industry and end-users. This may include the potential to leverage additional investment into Western Australia.

APPLICATION PROCESS

The WA IOTY application is a two-stage competitive process.

Application is via the WA IOTY grant platform. Applications will be called for by public advertisement on **Tuesday 2nd May 2023**.

The online application form (waioty.awardsplatform.com) addressing the evaluation criteria must be completed by **11:00am AWST on Friday 9th June 2023**.

Although you are unable to add pictures or diagrams to the online application form, you are permitted to attach up to two images or diagrams (to a maximum of two single-sided pages each) to support your application as a separate attachment to the email. All descriptions pertaining to the pictures or diagrams must be included within the allowed text on the online application form.

Applications lodged after the due date and time will not be accepted in any circumstances. Please ensure that you allow adequate time to submit your application as the Department takes no responsibility for late submission of applications.

It is highly recommended that you submit your application early as the system will allow you to continue working/editing pages until the deadline.

Applicants are to submit only the completed application form and permitted supporting documents. Do not submit any other supporting documentation as it will not be used in the evaluation of the application.

All applicants will be notified via email as to the outcome of their application.

Stage 1 – Written Applications

Following the submission of applications, the first stage evaluation panel for each category will evaluate eligible applications against the criteria and develop a shortlist of applications per category.

The leading applications will be announced (as “Finalists”) in August 2023. The Department of Jobs, Tourism, Science and Innovation will notify all applicants by email (sent to the address provided on the Application Form).

Successful finalists are publicly announced by the Minister for Innovation and the Digital Economy. As part of this and other media, the Department may disclose selected high level details to the public, such as business suburb and postcode. In applying to the program you agree to this promotion.

Stage 2 – Presentation to the second evaluation panel

The finalists will be notified of their allocated presentation time and must ensure that they arrive on time as they will not be permitted extra time due to lateness or unpreparedness. Finalists will be required to give a strictly timed 15 minute presentation to the second evaluation panel. The presentation will be followed by a 10 minute question and answer session.

During this presentation, finalists will be required to elaborate on their innovation, its stage of development, its potential and the resources required for further development and commercialisation. Emphasis should be placed on presenting a realistic and engaging summary of the innovation and business opportunity.

If appropriate, finalists are permitted to bring a prototype of the innovation or visual aids to demonstrate the innovation to the evaluation panel. Following the presentations, the evaluation panel will reach consensus on the winners of the three categories:

- Overall Winner
- Emerging Innovation Category
- Growth Category.

FINALIST BUSINESS CAPABILITY TRAINING SESSIONS

The program will be administered through the Department of Jobs, Tourism, Science and Innovation. All Business Capability Training Sessions are held in August/September/October and are strongly recommended for finalists. The majority of sessions will take place in the late afternoon/early evening at The Department of Jobs, Tourism, Science and Innovation, Level 11, 1 William Street, Perth 6000 or at the offices of one of the WA IOTY sponsors.

- **Legal Health Check:** Murfett Legal offer a one-hour legal health check. The legal health check will help ensure that you are protecting your assets and structuring your affairs in the most commercial and tax-effective way. The session will proactively assist you in identifying and managing your private and business legal risk as well as commercial opportunities.
- **One half-day workshop on Digital Marketing Strategy including Social Media:** A three-hour workshop on Digital Marketing Strategy including social media strategy (ideal clients, which platform and why?) website, blogging, eNews, Facebook, Instagram, YouTube, Twitter and LinkedIn.
- **Wrays and Griffith Hack:** This session will provide all finalists with the opportunity to understand how to identify and protect their IP rights.
- **Moore Australia:** A one hour appointment to address aspects of their business that may be causing concern. Due to the variety of services offered, this can be tailored to the finalist.

- **Grant Writing and Equity Workshops:** This will be provided by experts at PwC to raise awareness of what grants are available and how to access them. Equity workshops will deliver on what employee equity is, how it works and the current Australian landscape.
- **Pitch Presentation training workshop:** To assist finalists with their pitch winning-preparations, a facilitator will provide the tools and advice on how to best present innovations to the evaluation panel and future investors.
- **Board Models for Entrepreneurs seminar:** The facilitator will provide finalists with board model considerations and discussion, including different options for advisory boards, board governance basics and how to establish/onboard directors.
- **One-on-one mentoring sessions:** Finalists will be provided with a one-on-one two-hour mentoring session to assist with development of their pitch presentation, and any other commercialisation issues they may wish to discuss (in confidence).

Note: Times are approximate and will be confirmed in upon finalist advisement in August 2023. For regional finalists that cannot attend these sessions in Perth, alternative arrangements can be discussed.

While attending these sessions is obligatory, they do not form part of the assessment for the Awards program itself. Finalists gain access to them at no cost, so may consider this as part reward for making it to the finalist stage.

PROFESSIONAL PHOTOGRAPHY AND VIDEO PRODUCTION

Finalists are required to be available for professional photography with their innovation, which will be used for future promotion of the program and will take place during September/October.

Finalists will also receive a professionally edited video of their innovation which will be produced during September/October. Filming takes approximately three hours and times will be confirmed with each finalist.

The finished short videos will be shown at the Awards Ceremony and gifted to the finalists following the culmination of the program. They will also be used to promote the WA IOTY program by the Department on their promotional platforms. Finalists will be able to use the video for the promotion and marketing of their innovation.

Note: For regional finalists alternative arrangements will be made.

DECISION MAKING PROCESS

The Department of Jobs, Tourism, Science and Innovation will establish independent evaluation panels (one for each the Emerging Innovation and Growth categories, and a second panel for the finalist presentations) who will evaluate and make recommendations on applications. To assist in the evaluation of applications, the Department of Jobs, Tourism, Science and Innovation may seek advice from individuals with expertise in the area/s under consideration.

Evaluation of applications will be determined by the application's alignment with:

- the objectives contained in this Applicant Information;
- State Government priorities for industry and innovation; and
- the WA IOTY program evaluation criteria.

The applications may also be subject to due diligence, technical, financial, and economic appraisals.

The Department of Jobs, Tourism, Science and Innovation's decision is final and no further correspondence will be entered into.

The evaluation panel reserves the right to request additional evidence to support claims against the evaluation criteria to assist them in making their recommendation.

The deliberations of the evaluation panel and all related information and material will be kept strictly confidential, subject to the requirements of the *Freedom of Information Act 1992*.

All program-related information and material provided remains the property of the Department of Jobs, Tourism, Science and Innovation.

CONDITIONS OF ENTRY AND OBLIGATIONS FOR FUNDING UNDER THE GUIDELINES

The WA IOTY program winners will be required to submit a plan for departmental approval for the expenditure of the financial support to progress/commercialise the innovation, within three months of winning the award. A report will be required from the recipients following the expenditure of the financial support, which is to be no later than 12 months from the date of announcement of the winners.

Funding cannot be spent on general business/operational/business planning activities that are usual requirements of a business. This includes, but is not limited to, training courses, payment of existing salaries, hardware or software purchases, planning, marketing or website development.

The State Government expects that winners (Overall Winner and Category Winners) and finalists will, from time to time, assist in publicly promoting innovation as important contributors to Western Australia's economic, social and environmental wellbeing. For this reason winners and finalists will be required to:

- participate in post programs and activities;
- provide post-event information pertaining to how program monies have been utilised; and
- provide information against performance measures (including financial information) as provided to the participant by the Department of Jobs, Tourism, Science and Innovation.

PROGRAM EVALUATION

In accordance with the strategic direction of the New Industries Fund to diversify the economy and create new Western Australian jobs, the WA IOTY program seeks to evaluate outcomes in terms of project progress, achievements and impacts it may make.

As a participant in the WA IOTY program, you agree to provide the Department of Jobs, Tourism, Science and Innovation with information, regarding your WA IOTY project, on a periodic basis, and will comply with its requests for this information. This information may be used for reporting and accountability purposes and may also be used to inform policy development, investment decisions and design and delivery of future initiatives.

AVAILABILITY OF FUNDING

The provision of financial support under this Scheme is at the absolute discretion of the State Government and is subject to the availability of funds.

FREEDOM OF INFORMATION ACT 1992

Applicants are informed that the Department of Jobs, Tourism, Science and Innovation is subject to the *Freedom of Information Act 1992*, which provides a general right of access to records held by Western Australian State and Local Government agencies.

Applicants should be aware that information pertaining to the receipt of State Government financial support may be tabled in the Western Australian Parliament. This information could include names of recipients, the amounts of financial support, the name of the project/activity and, possibly, a brief description thereof. This could result in requests for more detail to be released publicly.

Applicants should be aware that some information about their innovation will be made public if they progress to the second (finalist stage) round of judging. In order to promote and acknowledge the success of Western Australian innovators, the Department of Jobs, Tourism, Science and Innovation will hold an official ceremony and may include information about the finalists in brochures, media releases, social media and on the New Industries WA and the Department of Jobs, Tourism, Science and Innovation's website.

Applicants should consider IP protection and confidential information before submitting an application.

Further information on the operation of the *Freedom of Information Act 1992* can be obtained from the Department of Jobs, Tourism, Science and Innovation's website.

CONFLICT OF INTEREST

Applicants and evaluation panel members are required to disclose any information that might be relevant to an actual or potential conflict of interest.

TAX INFORMATION FOR APPLICANTS

In some instances, the Australian Taxation Office views prize money as assessable income. In the event that you are a recipient, we advise you to discuss any potential taxation implications with your financial advisor, or the Australian Taxation Office (13 28 61).

APPENDIX A - GLOSSARY OF TERMS

Definitions

capability means measure of the ability of the applicant to achieve the objectives as stated in the application.

capacity means measure of the resources available to the applicant, such as the number of people and their qualifications/skills/experience, to achieve the objectives as stated in the application.

collaboration means a cooperative arrangement in which the applicant works jointly with another party towards the common objectives as specified in the application. The parties may or may not have had any previous relationship.

end-user means a person or organisation that uses a product, as opposed to the person or organisation that authorises or procures the funding in the application.

innovation means improvements in technology, products, services, or business operations that lead to a distinct competitive advantage or productivity gain.

revenue refers to income generated from the innovation being submitted. It does not include other revenue received by the organisation.