



THIS FORM IS TO HELP YOU PLAN YOUR APPLICATION ONLY THIS IS NOT AN ENTRY FORM
ALL ENTRIES MUST BE SUBMITTED VIA THE DIGITAL FORM ON THE WEBSITE AT WWW.MWCCI.COM.AU
APPLICATIONS CLOSE SUNDAY 25 SEPTEMBER, 11.59PM WST

Innovation Excellence Award 2022

Overview:

This award recognises innovation in one or more of the below:

- **Product innovation:** A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.
- **Process Innovation:** A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.
- **Marketing innovation:** A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing

Criteria:

- Open to innovative startups or small to medium businesses only
- To enter this category, your business must be operating in the Mid West Region.
- The business must have been trading for a minimum of one full financial year.

For queries about eligibility, please contact awards support at events@mwcci.com.au

When writing your submission, make sure you are reflecting on the last 12 months.

Percentage (%) amount before each section shows how much goes towards your overall score.

Remember that any words over the word limit, will not be included in your submission for scoring.

0% Business overview

Provide a general overview of your industry and business, including a brief history and a summary of current operations, products and/or services. (250 words)





40% Business Planning

Why does your business exist: what is your vision and purpose? Describe your key goals and objectives. (250 words)

What innovation/s have you implemented and what problem/s did it solve? (250 words)





Provide a timeline of the milestones and outcomes of your innovation/s (250 words)

How do you facilitate continuous improvement, best practices and creativity in your business? (250 words)





30% Business success

What makes your business unique or innovative, setting you apart from your competitors? (250 words)

In a challenging environment that requires businesses to be adaptable, how have you used innovation to address changing needs and expectations? (250 words)





Describe how innovation has created new opportunities for your business. (250 words)

To support your answers to this section you may attach evidence of achievements resulting from innovation.

30% Positive impact (15% weight per question)

How has your innovation made a positive impact (e.g. your business, community, environment, Mid West region, industry). (250 words)





For the next question, answer ONE of the two questions below depending on which criteria applies to your business:

If you have 3 or more full time employees answer this question:

What steps has your business taken to foster a workplace culture where all employees feel empowered to innovate? (250 words)

If you have 2 or less full time employees, answer this question:

How have you leveraged partnerships and professional support to progress your innovation? (250 words)

