



WITWA Tech [+] Awards

Nominee Kit and Judging Guidelines

May 2023



WiTWA Tech [+] Awards 2023

1 AWARDS OVERVIEW

The WiTWA Tech [+] Awards is a celebration of WA's diverse Tech [+] talent. Since 2018, we have been shining the light on the stories of incredible local women in Tech [+]. The legacy of the Awards is our Inspiring Role Models page, which is our answer to 'We couldn't find a woman for the job / panel / board...'.

When we first launched our awards in 2018, it was to celebrate our 20th anniversary, and we decided to celebrate the top 20 women in tech in Western Australia with the top scoring nominee taking away a First Among Equals trophy. We also had a public vote for the People's Choice Award.

In 2023, we will celebrate our 25th anniversary and could not be more excited to share this with our Award nominees, recipients and judges!

We have looked at the market, consulted with and listened to our community, and collaboratively designed our Award categories. Check section 2 for details.

Don't forget to save the date! This year, we will celebrate and honour our Tech [+] Award recipients on Friday, 10th November 2023.



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2 Award Categories

Please note that candidates can only apply for ONE award category in total, so we recommend that you pick one that best showcases you and your achievements.

Each category has two sub-categories; SHINING star and RISING star, and candidates will need to select which sub-category they want to nominate for based on their tenure in their field of work.

Apart from the Outstanding Allyship Award, only candidates who identify as women are eligible to nominate. Please refer to the section on ELIGIBILITY CRITERIA for details.

2.1 Technology Field categories

This year we feature 11 Technology Field categories in the Tech [+] Awards, updated to reflect contemporary roles and functions that nominees perform.

Based on moderated judging results we will award 2 trophies for each of these categories:

- **SHINING Star:** Highest scoring entrant who has been in their role or function for more than 3 years and have established themselves as a leader in their field
- **RISING Star:** Highest scoring entrant who has been in their role or function for 3 years or less and are showing demonstrable promise of being the next generation leader in their field.

Advocacy, Community & Volunteering

This is for the women who actively advocate for and support other women in Tech [+]. The ones who are role models and have gone out of their way to support the cause of getting more women and diversity into technology, STEM or digital – those who have pioneered and led to inspire women to succeed in technology roles and organisations. Whether it's working or volunteering in the community or not-for-profit sector, or using tech skills to benefit a community or a cause, we're looking at the candidates who show leadership and create impact on, and integration with, business.



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AI, Robotics, Data & Analytics

This is for the women who work with data. They analyse it, understand artificial intelligence, can augment our reality, and are able to make robots do things they couldn't do yesterday. These women are explaining our world in ones and zeroes, but it's so much more than that – it's a whole new field that is rapidly reshaping our society. These women are right there, making sure that we are ethical, representative and unbiased when we create new realities.

Architecture, Development & QA

This is for the women who love problems and know how to create solutions. It's for the visionaries, the coders, the builders, the developers, the architects, and the deep thinkers who transform ideas into working products in a beautiful and agile way. They're the smooth operators of strategy formation, architectural design, software development, automation and applications. The winning candidates will play a role in identifying what their organisation needs, and designing, building, testing or deploying solutions that meet those needs and make a significant impact. Any technical contribution to design, development, DevOps, QA, operation, integration or maintenance of software will be considered relevant.

Cyber, Security & Privacy

Security remains the fastest-growing area of the tech industry – but it's also the most harmful area if it's not managed effectively. This is for the industry's most stand-out women in cyber, tech security, and privacy; those showing a demonstrable effect on the constant mission to keep networks, stakeholders and end users safe from malicious actors. Be it a sterling overall career record or work on a specific security project that's overhauled an organisation's ability to stay safe, our judges want to find the most impressive woman in cyber, security and privacy.

Delivery, Project Management & IT Support

These are the women who make sure everything works; developing, monitoring and planning systems, processes and procedures for the rest of us. The teams who work tirelessly to deliver the best solutions, on time, on budget and with the right infrastructure. Some call them magicians, but we also know them as our strategists, delivery leads, change managers, project managers and all of those superheroes providing IT specialist or technical support for the business, the client and the end user.



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Design, Analysis & Product Management

This is for the customer and user advocates. The women who bridge the gap between people, business and technology, the people who walk in the shoes of the users and clients and are able to articulate, prioritise or design technology solutions that customers love. The creatives, analysts and geek whisperers who work closely with business, customers and technologists to make sure that we all sing from the same hymn sheet and solve the right problems in the best way. It's part science, part creativity, and all about the end user.

Emerging Technologies

This is for the women who work at the forefront of technology, tapping into emerging technologies and innovations to solve problems and address big challenges. In 2023, it's all about big data, quantum computing, Web 3.0, smart societies, smart devices, and those technology innovations that are not mainstream yet. They might be emerging technologies, but you are researching, directing, implementing, and regulating them to build new solutions, explore new frontiers or create a technological future that benefits everyone.

Entrepreneurship & Innovation

This is for the pioneers, visionaries and risk takers, the women who start a new venture with creativity and confidence. It's open to all women entrepreneurs and innovators within a broad tech and innovation base. Entrepreneur in this sense isn't necessarily a business founder, but a changemaker, someone with great ideas for new products, business models and processes. Intrapreneurs are very welcome. It's about passion, motivation and curiosity, turning an idea into reality or finding new ways to do things and make them better. This award will be given to women who best demonstrate the success or impact, current and potential, of their idea.

Sales, Marketing & Business Support

This is for the ever important women who support the day-to-day operations of the technology business and teams. The marketers who help validate the market and translate technological terms into words and stories that our customers, users, partners and allies can relate to. The human resource and business support visionaries who keep us operating and help us adapt to new, hybrid ways of working. You know who you are and we know we couldn't function without you.



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STEM Academia & Research

This category is open to women who are currently lecturing, researching or teaching within a technology discipline at either under or postgraduate levels in tertiary or research institutions. It includes women who are leading the way in research and tertiary education of STEM, STEAM or Digital topics. And it's also for women who teach and research topics related to the tech industry, in particular in relation to exploring the lack of diversity in the industry (including but not limited to gender imbalance) and the path forward for equity in STEM fields.

STEM / STEAM / Digital Education in Schools

This is for the amazing women educators within our school and TAFE systems, from K to 12 and including VET education. The women who provide high-quality outcomes and approaches in STEM, STEAM or Digital teaching, integrating learning areas and encouraging students to explore, innovate, create, collaborate, think critically and problem-solve. The category aims to raise awareness of the importance of STEM, STEAM and digital education and incentivise school leadership and educators in teaching integrated learning and 21st Century skills.



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2.2 Leadership and Allyship Categories

These are standalone categories and only ONE trophy is awarded for each category.

Outstanding Senior Leadership

This is for women in Tech [+] who best demonstrate excellence in leadership, communication and strategic vision. The award is not restricted purely to C-level, though the position should be senior (GM/Director) with responsibility for technology in the organisation. Candidates will include examples of strong leadership and how they have had a positive impact on the company's top line and driven new customer value through the innovative use of technology. Judges will also assess how well ingrained the leader is in the business and how they have helped put technology at the heart of the business, driving strong commercial results in the process.

Outstanding Allyship

This award will go to a person who does not identify as a woman and who has gone out of his/their way to improve the diversity, inclusion and equity for women in tech roles and organisations, within their workplace and/or in the wider community. Successful nominations must provide case studies or examples of how the candidate has gone out of their way, or strategically prioritised, getting more women into IT and/or supporting them in their careers.

Outstanding Allyship candidates do not qualify for any other awards.

2.3 Special Categories

Candidates CANNOT nominate for these awards.

These categories are shortlisted and selected based on the highest score across Technology Field categories PLUS the Outstanding Senior Leadership Award. Only candidates who identify as women are eligible for these awards.

Candidates can only win one of these categories, in the following order of priority:

- WITWA Tech [+] STAR Award
- Outstanding Youth Role Model
- Outstanding Regional Role Model.



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WiTWA Tech [+] STAR

Shortlisted and selected from the candidates who receive the highest score in judging of all nominees across ALL categories EXCEPT Outstanding Allyship.

A woman who has demonstrated the highest degree of technology excellence, innovation and leadership in her career, and shone a light on the great things women in technology can achieve. Candidates should have not only have demonstrated outstanding business and/or technology focused achievements, but also give examples on how they have actively sought to bring more diversity into the technology industry.

Outstanding Youth Role Model

Will be the nominee who receives the highest score in judging of all nominees 25 and younger across Technology Field categories PLUS the Outstanding Senior Leadership Award.

A woman who was 25 or younger on 30 June 2023 who has demonstrated excellent drive and potential to be the next generation leader in their field.

Outstanding Regional Role Model

Will be the nominee who receives the highest score in judging of all nominees across Technology Field categories PLUS the Outstanding Senior Leadership Award, who lives and works outside the Perth and Peel Regions.

2.4 OPEN PUBLIC VOTE – People’s Choice Award

This is an open category for all candidates who identify as a woman. All candidates are invited to publish their profile and promote themselves to their communities, whether that be through work, membership organisations or friends and families.

The winner will be the candidate who gets the most votes through an open public voting round.



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3 ELIGIBILITY CRITERIA

WITWA strives to build an inclusive and diverse community, reflecting the lived experiences of our members. We use the words women and men, but it is important to us that you know our definition of women includes all women. Likewise, our definition of men includes all men; cisgender, transgender or gender diverse, and we acknowledge and include those who identify beyond the binary.

The WITWA Tech [+] Awards are for women who work in tech roles and organisations or who are involved with education, advocacy and research in technology related fields.

To be considered eligible and included in the evaluation process, an application must have been received by the closing date and time and meet the following criteria.

ALL Awards

All nominees should carefully read the full criteria below and use them to construct their application.

- Must currently reside in Western Australia.
- Must NOT have won a WITWA Tech [+] Award or 20in20 trophy in previous years.
- Must NOT be a current member of the WITWA Central Committee nor Subcommittees.
- Must NOT be a current WITWA Ambassador.
- All nominees must identify as a woman EXCEPT for the Outstanding Allyship Award.

Outstanding Youth Role Model

- Must be 25 or under (at 30 June 2023)

Outstanding Regional Role Model

- Must live and work outside the Perth and Peel region

Outstanding Allyship

- Must NOT identify as a woman

Note: Outstanding Allyship Nominees are not eligible for People's Choice.

WITWA conducts an eligibility assessment of all received applications. All applications provided to the judges are deemed to be eligible for evaluation.



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4 TIMELINE

- Nominations close 14th August 2023, 6:55PM (18:55) AWST
- Judging opens 11th September 2023
- Judging closes 25th September 2023
- People's Choice voting opens 2nd October 2023
- People's Choice voting closes 15th October 2023
- Trophy winners will be announced at our Awards Night 10th November 2023.

5 NOMINATIONS

To be considered for a Tech [+] Award candidates can self-nominate for a Technology, Leadership or Allyship category or be nominated by someone else.

Please note that candidates can only apply for ONE award category.

If you are submitting a nomination on behalf of someone else:

- You will need to provide the nominee's email address as we will require their permission to submit the application for judging.
- If multiple applications are submitted for the same nominee in the *same* category, WITWA will contact the nominee to confirm which nomination will move forward in the process.
- If multiple applications are submitted for the same nominee in *different* categories, WITWA will contact the nominee to confirm which nomination will move forward in the process (as candidates can only apply for one award category).
- WITWA will not process nominations if the nominee does not complete the application and provide consent for it to be submitted.

If you are nominated by someone else or receive multiple nominations, WITWA will contact you at the end of the nomination period to finalise your submission.

All nominations should address the Evaluation Criteria outlined in section 6 and must be submitted through our Awards Platform: <https://witwaawards.awardstage.com/>



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6 EVALUATION CRITERIA

All nominees are asked to provide the following evidence as part of their submissions. We recommend you use the third-person narrative on your application.

6.1 Technology Field Awards

Q1: Personal Determination (max 250 words)

Provide evidence of how the Nominee's ability has helped to overcome business challenges with tenacity, determination, and resilience. Please include examples of how your/their determination has positively influenced others, created change, or served as a catalyst for personal and professional growth.

Q2: Technical Strength (max 250 words)

Provide evidence of how the Nominee has provided fresh, innovative approaches and pushed boundaries for better business outcomes. Describe how your/their technical strengths and abilities have delivered a positive or lasting impact.

Q3: Leadership (max 250 words)

Provide evidence of how the Nominee demonstrates exceptional leadership skills to get results and deliver significant impact in your/their team, organisation or community. Describe how the Nominee encourages diversity, mentors and inspires others to achieve their goals, or fosters a culture of leadership within your/their organisation.

6.2 Outstanding Senior Leadership Award

Q1: Leadership (max 250 words)

Describe an occasion (or occasions) when the Nominee has been instrumental in creating a permanent, measurable, and direct change for gender equality in Tech [+].

Q2: Challenge (max 250 words)

Describe an occasion (or occasions) where the Nominee challenged the status quo to remove barriers within the workplace for women colleague(s), and what outcome(s) or impact this had.

Q3: Support (max 250 words)

Describe how the Nominee has mentored and/or sponsored individual women in Tech [+], and what the outcome has been for their career and wellbeing.



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6.3 Outstanding Allyship Award

Q1: Leadership (max 250 words)

Describe an occasion (or occasions) when the Nominee has been instrumental in creating a permanent, measurable, and direct change for gender equality in Tech [+].

Q2: Challenge (max 250 words)

Describe an occasion (or occasions) where the Nominee challenged the status quo to remove barriers within the workplace for women colleague(s), and what outcome(s) or impact this had.

Q3: Support (max 250 words)

Describe how the Nominee has mentored and/or sponsored individual women in Tech [+], and what the outcome has been for their career and wellbeing.

7 SCORING SYSTEM

Each Nominee will be assessed by THREE (3) randomly selected Judges and will be scored against a total possible score of 120. Each evaluation criteria is equally weighted with a total score of 40. The judges will score each Nominee against the THREE (3) evaluation criteria.

7.1 Standardising the Judges Scores

Every judge will score submissions slightly differently. Since each candidate will have multiple judges evaluating their submission, one way to help reduce variation in judging is to standardise each judge's scores. Scores for all candidates will be standardised using a globally recognised formally focused on transforming the data to a standard format to correct with logical and consistent definitions.



MARKING RUBRIC

6.1 Technology Field Awards

<p>Technology Field Awards (PLUS Outstanding Youth, Regional, and WiTWA Tech [+] Star)</p> <p>Please indicate the degree to which each criterion is met:</p>	<p>POOR*</p> <p>0 - 5</p> <p>demonstrates little or no understanding of the criteria or addresses it at an unsatisfactory level</p> <p>* comment must be provided if giving scores in this range</p>	<p>FAIR</p> <p>6 - 15</p> <p>demonstrates limited understanding of the criteria and addresses it at minimal level</p>	<p>GOOD</p> <p>16 - 25</p> <p>demonstrates satisfactory understanding of the criteria and addresses it at a satisfactory level</p>	<p>EXCELLENT</p> <p>26 - 35</p> <p>demonstrates a good understanding of the criteria and a high level of achievement in addressing it</p>	<p>EXCEPTIONAL*</p> <p>36 - 40</p> <p>provides specific and measurable examples of excellence that far exceed the criteria</p> <p>* comment must be provided if giving scores in this range</p>
<p>Personal determination (total score out of 40)</p> <p>How well did the Nominee provide evidence of how they overcame business challenges with tenacity, determination, and resilience? Did they include examples of how their determination positively influenced others, created change, or served as a catalyst for personal and professional growth?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> Clearly articulated the business or personal challenge Clearly articulated the steps taken to overcome those challenges Clearly articulated the outcome and impact Provided clear and demonstrable evidence that shows the ability to adapt and overcome exceptional difficulties and adversities. 					

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<p>Technical strength (total score out 40)</p> <p>How well did the Nominee provide evidence of their ability to provide fresh, innovative approaches and push boundaries for better business outcomes? Did they describe how their technical strengths and abilities have delivered positive or lasting impact?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> Clearly articulated the business need / opportunity Clearly articulated the approach taken Clearly articulated the outcome and impact Provided clear and demonstrable evidence that shows the ability to formulate innovative ideas to capture the attention and to convince others about the approach. 					
<p>Leadership (total score out 40)</p> <p>How well did the Nominee provide evidence of how they demonstrated exceptional leadership skills to get results and deliver significant impact in their team, organisation or community? Did they describe how they encourage diversity, mentor and inspire others to achieve their goals, or foster a culture of leadership within their organisation?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> Clearly articulated the context Clearly articulated the approach taken Clearly articulated the outcome and impact Provided clear and demonstrable evidence that shows the ability to lead other people / groups, to put the needs of others before one's own, to foster leadership and to create a shared objective. 					



6.2. Outstanding Allyship Award

<p>Outstanding Allyship Award</p> <p>Please indicate the degree to which each criterion is met:</p>	<p>POOR*</p> <p>0 - 5</p> <p>demonstrates little or no understanding of the criteria or addresses it at an unsatisfactory level</p> <p>* comment must be provided if giving scores in this range</p>	<p>FAIR</p> <p>6 - 15</p> <p>demonstrates limited understanding of the criteria and addresses it at minimal level</p>	<p>GOOD</p> <p>16 - 25</p> <p>demonstrates satisfactory understanding of the criteria and addresses it at a satisfactory level</p>	<p>EXCELLENT</p> <p>26 - 35</p> <p>demonstrates a good understanding of the criteria and a high level of achievement in addressing it</p>	<p>EXCEPTIONAL*</p> <p>36 - 40</p> <p>provides specific and measurable examples of excellence that far exceed the criteria</p> <p>* comment must be provided if giving scores in this range</p>
<p>Leadership (total score out of 40)</p> <p>How well did the Nominee provide evidence of how they have been instrumental in creating a permanent, measurable, and direct change for gender equality in Tech [+]?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> Clearly articulated the context Clearly articulated the approach taken Clearly articulated the outcome and impact Provided clear and demonstrable evidence that shows the ability to lead other people / groups, to put the needs of others before one's own, and to create a shared objective. 					



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<p>Challenge (total score out 40)</p> <p>How well did the Nominee provide evidence of how they challenged the status quo to remove barriers within the workplace for their women colleague(s) and what outcome(s) this had?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> 1. Clearly articulated the context 2. Clearly articulated the approach taken 3. Clearly articulated the outcome and impact 4. Provided clear and demonstrable evidence that shows the ability to persevere in overcoming challenges. 					
<p>Support (total score out 40)</p> <p>How well did the Nominee provide evidence of how they mentored and/or sponsored individual women in Tech [+], and what the outcome has been for their career and wellbeing?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> 1. Clearly articulated the context 2. Clearly articulated the approach taken 3. Clearly articulated the outcome and impact 4. Provided clear and demonstrable evidence that shows the ability to participate actively and continuously in activities for the benefit of the community. 					

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6.4 Outstanding Senior Leadership Award

<p>Outstanding Senior Leadership Award</p> <p>Please indicate the degree to which each criterion is met:</p>	<p>POOR*</p> <p>0 - 5</p> <p>demonstrates little or no understanding of the criteria or addresses it at an unsatisfactory level</p> <p>* comment must be provided if giving scores in this range</p>	<p>FAIR</p> <p>6 - 15</p> <p>demonstrates limited understanding of the criteria and addresses it at minimal level</p>	<p>GOOD</p> <p>16 - 25</p> <p>demonstrates satisfactory understanding of the criteria and addresses it at a satisfactory level</p>	<p>EXCELLENT</p> <p>26 - 35</p> <p>demonstrates a good understanding of the criteria and a high level of achievement in addressing it</p>	<p>EXCEPTIONAL*</p> <p>36 - 40</p> <p>provides specific and measurable examples of excellence that far exceed the criteria</p> <p>* comment must be provided if giving scores in this range</p>
<p>Leadership (total score out of 40)</p> <p>How well did the Nominee provide evidence of how they have been instrumental in creating a permanent, measurable, and direct change for gender equality in Tech [+]?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> Clearly articulated the context Clearly articulated the approach taken Clearly articulated the outcome and impact Provided clear and demonstrable evidence that shows the ability to lead other people / groups, to put the needs of others before one's own, and to create a shared objective. 					
<p>Challenge (total score out 40)</p> <p>How well did the Nominee provide evidence of how they challenged the status quo to remove barriers within the workplace for their women</p>					



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<p>colleague(s) and what outcome(s) this had?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> 1. Clearly articulated the context 2. Clearly articulated the approach taken 3. Clearly articulated the outcome and impact 4. Provided clear and demonstrable evidence that shows the ability to persevere in overcoming challenges. 					
<p>Support (total score out 40)</p> <p>How well did the Nominee provide evidence of how they mentored and / or sponsored individual women in Tech [+], and what the outcome has been for their career and wellbeing?</p> <p>The Nominee:</p> <ol style="list-style-type: none"> 1. Clearly articulated the context 2. Clearly articulated the approach taken 3. Clearly articulated the outcome and impact 4. Provided clear and demonstrable evidence that shows the ability to participate actively and continuously in activities for the benefit of the community. 					