



The Travel Awards

MEDIA PARTNER

Better Homes
and Gardens

PRINCIPAL PARTNER

CRYSTAL

ENTRIES CLOSE
30 August

LATE ENTRIES CLOSE
06 September

FINALISTS ANNOUNCED
03 October

AWARDS NIGHT
29 November

ENTRY CRITERIA

Innovation of The Year

This category is designed to showcase and encourage innovative businesses, technology, strategies or campaigns. The judges are looking for innovations that have been brave, well thought out and exhibit unique, forward thinking solutions.

This category is not limited to technology companies, although they may very well enter. Traditionally non-tech based businesses may also enter as the focus is on innovation, which should span all facets of the industry.

In submitting your entry, we ask you to think about the period of business from the financial year of 2018/2019 – from 1 July 2018 to 30 June 2019.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business, we recommend splitting this into the following sections:

- a) A brief overall description of the company, customers and target market.
- b) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (1200 words max)

Outline your case for winning this award, in doing so, please consider the following structure.

- a) What was the need and business case for the innovation?
- b) Please describe the innovation and what does it do?
- c) How has the innovation made a difference to your business or your customer's business?
- d) What was the project investment? If you'd rather not give a specific dollar amount then a band (ie \$6 to \$12), or simply an idea of the number of hours and the number of people that worked on the project to get it to a point of launch would also be helpful. The judges are looking to quantify the scale of the innovation. Please note, the numbers mentioned here will be treated with the upmost privacy and all judges have signed NDAs.
- e) How has this innovation altered your view of what's possible?
- f) Is there anything else you'd like to add to help your case?

90 points total