

Application form question

What we are looking for

Tell us about the particular issue or opportunity you wanted to address

- Use of data and analytics to define the issue or opportunity
- Setting of clear objectives and goals on what you wanted to address
- How you decided this was a priority for your organisation

Describe the initiative

- Innovative approach to designing the initiative for your organization and industry and / or chosen market(s)

Demonstrate, with examples or evidence, the impact on the business and other impacts achieved (e.g. community impact)

- Ability to measure the impact achieved
- Internal engagement and communication
- Culture shift driven by the introduction of the initiative
- Financial metrics
- Potential impact beyond the business
- Intended and unintended impact

What scope is there to further develop, scale or transfer the initiative to another division/company/industry?

- The ability, willingness and buy-in to further the initiative internally, and any plans to do so if they exist
- Willingness to collaborate and share learnings outside of organisation
- Long term viability of the initiative and the ability to evolve with a changing business landscape

Tell us what you have learnt from the initiative and how this knowledge might be applied in the future

- Ability to receive feedback and refine the initiative as required
- Continuous improvement approach to ensure the initiative remains relevant and continues to deliver impact
- Transparency both internally and externally on your approach, the impact and learnings