WiTWA Tech [+] Awards

Judging Guidelines and Marking Rubric for Nominees

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 trophies. We also had a public vote for the People's Choice Award.

Over the years, we have added categories like Outstanding Regional Role Model (2019), Outstanding Youth Role Model (2019) and Outstanding Allyship (2020). This year we have completed a full review to address some of the suggestions made by our community.

We have been through a rigorous process where we have looked at the market, consulted with and listened to our community, and been through a collaborative design process with a WiTWA working group. Check section 2. Award Categories for details.

Don't forget to reserve the date. This year, we will celebrate and honour our Tech [+] Award recipients on Friday, 18th November 2022.

2 Award Categories

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

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

2.1 New Technology Field Categories

This year we have mixed things up a bit and instead of awarding the top 20 entrants for the Tech [+] 20 award, we have introduced a new group of awards based on the role or function that the entrants perform.

Based on moderated judging results we will award two 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 [+]. This is the women working in tech [+] who are role models and have gone out of their way to support the cause of getting more women and diversity into technology in the last 2 years. The candidates have pioneered and led to inspire women to succeed in technology roles and organisations. The candidates will also be assessed on their leadership and their impact on, and integration with the business. These women work or volunteer in the community or not-for-profit sector, using human and tech skills to benefit a community or a cause.

AI, Robotics, Data & Analytics

These women could be rocket scientists if they so desired, yet instead they are explaining our world in ones and zeroes, and taking us to the next level of science fiction - in reality. This is for the women who work with data, analyse it, understand artificial intelligence, can augment our reality - virtually, and are able to make robots do stuff they couldn't do yesterday. These are the real "Trekkies" who are making our future reality now, and making sure that we are ethical and unbiased when we create new realities.

Cyber, Security & Privacy

Security remains the fastest-growing and potentially - if ill-managed - most harmful area of the tech industry. We are looking for the industry's most outstanding women in cyber, tech security, and privacy with a demonstrable effect on the constant mission to keep networks, stakeholders and end users safe from malicious outside or inside 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 women in cyber, security and privacy.

Design, Analysis & Product Management

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

Development, DevOps & QA

This is for the people who get deep into the tech and make sure it works. It is for the coders, builders, developers, architects, and deep tech thinkers who can transform the vision and designs into working products. The winning candidates must demonstrate how their contribution made a significant impact, and why it goes above and beyond the usual expectations of their role. Any technical contribution to the development, QA, operation or maintenance of software will be considered relevant to this award.

Emerging Technologies

These are the women who work at the edge and forefront of technology and tap into emerging technologies and innovations. In 2022 they are the gamers, developers of games, the metaverse enthusiasts, the crypto currency technology inventors and players, those who put everything on the blockchain, quantum computing, smart devices, and any other technology innovation that is not mainstream yet. In coming years, some of these may become separate categories and we may add other elements to the Emerging Technologies.

Entrepreneurship & Innovation

This category is for the pioneers and risk takers – the women who bet the house on starting a new venture. Open to all women entrepreneurs and innovators within a broad tech business. Entrepreneur in this sense isn't necessarily a business founder, it could mean someone who has created a new business unit or other group within a larger organisation. Intrapreneurs are very welcome. This award will be given to women who best demonstrate the success, both current and potential, of their idea.

IT Support, Delivery & Infrastructure

These are the women who are called in to fix stuff for the rest of us. They are often at the coal face of customer support and frequently have to calm down irate customers and users. They are magicians with words and understanding what the customer is saying, and have the right technical knowledge to solve the problems. This is also for the women who work tirelessly with the customers and users to make sure the solutions we have created meet

their needs and that the right infrastructure is set up to ensure that the systems don't fall over and impact business.

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 understand. The business developers and sales wizards who work closely with the customer to understand what they need and are able to influence positive outcomes. The amazing business support and operational functions within the tech industry who we could not function without.

STEM Academia & Research

This category is open to women who are currently in roles such as lecturing, researching or teaching within a STEM 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. It also includes women who teach and research topics related to the tech industry and in particular in relation to exploring the lack of diversity in the industry, including but not limited to gender imbalance.

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 and learning, and the way these are integrated across learning areas. The category aims to raise awareness of the importance of STEM, STEAM and Digital education and incentivise school leadership and teachers in teaching integrated learning and 21st Century skills.

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 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 technology roles or organisations, and/or supporting them in their careers.

2.3 Special Categories

Candidates CANNOT nominate for these awards.

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 (previously First Among Equals)
- Outstanding Regional Role Model
- Outstanding Youth Role Model

WiTWA Tech [+] Star (previously First Among Equals)

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

Women who have demonstrated the highest degree of technology excellence, innovation and leadership in the last year, and shone a light on the great things women in technology can achieve. Candidates should 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

The entrant who receives the highest score in judging across Technology Field categories PLUS the Outstanding Senior Leadership.

The winner will be the entrant who was aged 25 and younger on 30 June 2022 and demonstrated excellent drive and potential to be the next generation leader in their field.

Outstanding Regional Role Model

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

2.4 OPEN PUBLIC VOTE - People's Choice

Open category for all candidates who identify as women. 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.

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 [+] 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 Awards EXCEPT Outstanding Allyship

- Must identify as a woman

Outstanding Youth Role Model

- Must be 25 or under (at 30 June 2022)

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.

4 TIMELINE

- Nominations close Sunday 7th August 2022, 6:55PM (18:55) AWST

- Judging opens 8th August 2022

- Judging closes 5th September 2022

- Moderated judging officially closes 14th September 2022

- People's Choice voting opens 14th September 2022

- People's Choice voting closes 22nd October 2022

- Trophy winners will be announced at our Award Night 18th November 2021

5 EVALUATION CRITERIA

All applicants are asked to provide the following evidence as part of their submissions.

5.1 Technology Field Awards Award

Q1: Personal Determination (max 250 words)

Provide evidence of how you demonstrate your ability to overcome business challenges with tenacity, determination, and grit.

Q2: Technical Strength (max 250 words)

Provide evidence of how you demonstrate your ability to provide fresh, innovative approaches and push boundaries for better business outcomes. Describe how this has delivered valuable impact locally / regionally.

Q3: Leadership (max 250 words)

Provide evidence of how you demonstrate exceptional and progressive leadership and encourage diversity; mentor and inspire others to achieve their goals; forge new and innovative pathways that demonstrate foresight / vision.

5.2 Outstanding Senior Leadership Award

Q1: Leadership

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

Q2: Challenge

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

Q3: Support

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

5.3 Outstanding Allyship Award

Q1: Leadership

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

Q2: Challenge

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

Q3: Support

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

6 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.

6.1 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 standardize each judge's scores. Scores for all candidates will be standardised using a globally recognised formally and process prior to calculating the average score for each submission.

7 MARKING RUBRIC

7.1 Technology Field Awards

Technology Field Awards (PLUS Outstanding Youth, Regional, and WiTWA Tech [+] Star) Please indicate the degree to which each criterion is met:	POOR* 0 - 5 demonstrates little or no understanding of the criteria or addresses it at an unsatisfactory level * comment must be provided if giving scores in this range	FAIR 6 - 15 demonstrates limited understanding of the criteria and addresses it at minimal level	GOOD 16 - 25 demonstrates satisfactory understanding of the criteria and addresses it at a satisfactory level	EXCELLENT 26 - 35 demonstrates a good understanding of the criteria and a high level of achievement in addressing it	EXCEPTIONAL* 36 - 40 provides specific and measurable examples of excellence that far exceed the criteria * comment must be provided if giving scores in this range
Personal determination (total score out of 40) How well did the Nominee provide evidence of how they demonstrated their ability to overcome business challenges with tenacity, determination, and grit. The Nominee: 1. Clearly articulated the business or personal challenge 2. Clearly articulated the steps taken to overcome those challenges 3. Clearly articulated the outcome and impact 4. Provided clear and demonstrable evidence that shows the ability to adapt and overcome exceptional difficulties and adversities.					

Technical strength (total score out 40) How well did the Nominee provide evidence of their ability to provide fresh, innovative approaches and push boundaries for better business outcomes? How well did the Nominee describe how this has delivered valuable impact, locally / regionally? The Nominee: 1. Clearly articulated the business need / opportunity 2. Clearly articulated the approach taken 3. Clearly articulated the outcome and impact 4. Provided clear and demonstrable evidence that shows the ability to formulate innovative ideas to capture the attention and to convince others about the approach.					
Leadership (total score out 40) How well did the Nominee provide evidence of how they demonstrated exceptional and progressive leadership, encouraged diversity, mentored and inspired others to achieve their goals, forged new and innovative pathways that demonstrated foresight / vision? The Nominee: 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 lead other people / groups, to put the needs of others before one's own, and to create a shared objective.					

6.2. Outstanding Allyship Award

Outstanding Allyship Award Please indicate the degree to which each criterion is met:	POOR* 0 - 5 demonstrates little or no understanding of the criteria or addresses it at an unsatisfactory level * comment must be provided if giving scores in this range	FAIR 6 - 15 demonstrates limited understanding of the criteria and addresses it at minimal level	GOOD 16 - 25 demonstrates satisfactory understanding of the criteria and addresses it at a satisfactory level	EXCELLENT 26 - 35 demonstrates a good understanding of the criteria and a high level of achievement in addressing it	EXCEPTIONAL* 36 - 40 provides specific and measurable examples of excellence that far exceed the criteria * comment must be provided if giving scores in this range
Leadership (total score out of 40) 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 [+]. The Nominee: 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 lead other people / groups, to put the needs of others before one's own, and to create a shared objective.					

Challenge (total score out 40) 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. The Nominee: 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.					
Support (total score out 40) 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. The Nominee: 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.					

7.2 Outstanding Senior Leadership Award

Outstanding Allyship Award Please indicate the degree to which each criterion is met:	POOR* 0 - 5 demonstrates little or no understanding of the criteria or addresses it at an unsatisfactory level * comment must be provided if giving scores in this range	FAIR 6 - 15 demonstrates limited understanding of the criteria and addresses it at minimal level	GOOD 16 - 25 demonstrates satisfactory understanding of the criteria and addresses it at a satisfactory level	EXCELLENT 26 - 35 demonstrates a good understanding of the criteria and a high level of achievement in addressing it	EXCEPTIONAL* 36 - 40 provides specific and measurable examples of excellence that far exceed the criteria * comment must be provided if giving scores in this range
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