WiTWA TECH

Tech[+] Awards





2025 Nominee Kit & Judging Guidelines

WiTWA Tech [+] Awards 2025

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.

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 7th November 2025.

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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.

There are no longer 2 sub-categories for the awards (previously SHINING star and RISING star). If you have less than 3 years' experience in the Technology Field category you are nominated in, you will be considered for the new Emerging Leader award (see page 6 for more details).

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 1 trophy for each of these categories, looking at the highest scoring entrant across the **Evaluation Criteria**.

WiTWA Tech [+] Awards 2025

- **Advocacy, Community & Volunteering**

This is for the women who actively advocate for and support other women in Tech [+]. They are role models who guide more women into technology, STEM or digital fields, or inspire women to succeed in technology roles and organisations. Whether they work, volunteer or use tech for community good, we're looking for leaders who are building diversity and making a difference.

- **AI, Robotics, Data & Analytics**

This is for the women who work with data to understand, interpret, predict and harness the next big thing. They are masters of fields that are reshaping our society. Whether they are solving complex problems, interpreting data or making robots do things they couldn't do yesterday, we're looking for women who are pushing the boundaries of technology to create impact.

- **Architecture, Development & QA**

This is for the women who transform ideas into working products in a beautiful and agile way. They are the deep thinkers who embrace challenges and know how to craft solutions. Whether they code, build, develop or design we're looking for the smooth operators of strategy, architecture (data, enterprise, infrastructure or systems), software development, automation, DevOps, QA, and applications.

- **Cyber, Security & Privacy**

This is for the women in the fastest-growing field in the tech industry which, if not managed well, can also be the most harmful. They are on a mission to keep networks, stakeholders and end users safe from malicious actors. Whether they are detecting, preventing or responding to threats we're looking for those women playing a crucial role in protecting systems, networks and data from unauthorised access, cyberattacks and other security breaches.

- **Delivery, Project Management & IT Support**

This is for the women who keep everything running smoothly. They deliver the best solutions, on time, on budget and with the right infrastructure. Whether you call them magicians or know them as our agile coaches, delivery leads, change managers, project managers and scrum masters, we know they're giving their all for the business, clients and end users.

- **Design, Analysis & Product Management**

This is for the women who bridge the gap between people, business and technology. They are walking in the shoes of others and articulating technology solutions that customers love. Whether they're our UX / UI experts, BAs, product managers or product owners we're looking for user advocates who are shaping the direction and success of technology products and solutions.

- **Entrepreneurship & Innovation**

This is for the women starting new ventures – our entrepreneurs, intrapreneurs and innovators. They are visionaries, risk takers, change makers and confident creators. Whether they're starting up, rethinking, accelerating or collaborating we're looking for those using passion, motivation and curiosity to drive change, push boundaries and turn ideas into reality.

- **Sales, Marketing & Business Support**

This is for the women who play a critical role supporting the day-to-day operations of technology teams and organisations. They are the quiet heroes helping all of us meet goals and deliver value. Whether they're getting word out or ensuring inhouse systems are working smoothly, we're looking for women who are finding solutions to drive business success.

- **STEM Academia & Research**

This is for women who are lecturing or teaching within a STEM discipline at tertiary level (under or postgraduate) or in research institutions. This includes women who are leading the way in research of STEM, STEAM or Digital fields. And it’s 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 women educators within our school and TAFE systems, from K to 12 and including VET education. They’re providing high quality outcomes and approaches in STEM, STEAM or Digital teaching, integrating learning areas and encouraging students to explore, innovate, create, collaborate and problem-solve. Or they might be raising awareness of the importance of 21st Century skills in preparing students for roles and technologies that don't yet exist**.**

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; 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 they have helped put technology at the heart of the business, driving transformative change and/or strong commercial results in the process.

- **Outstanding Allyship**

This is awarded 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
- Outstanding Youth Role Model
- Outstanding Regional Role Model
- Emerging Leader.

- **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.

This is awarded to 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**

This is awarded to the nominee who receives the highest score in judging of all nominees aged 25 years and younger across the Technology Field categories and the Outstanding Senior Leadership category.

It recognises a woman aged 18 to 25 years (25 or younger on 30 June 2025) who demonstrates excellent drive and potential to be a next generation leader in their field.

- **Outstanding Regional Role Model**

This is awarded to the nominee who receives the highest score in judging of all nominees across the Technology Field categories and the Outstanding Senior Leadership category who lives outside the Perth and Peel Regions.

- **Emerging Leader**

This is awarded to the nominee who receives the highest score in judging of all nominees with less than 3 years' experience (on 30 June 2025) in the Technology Field category they nominated themselves in, or were nominated in.

It recognises a woman who demonstrates personal leadership and is at the start of their Tech [+] career or has transitioned into a Tech [+] field or specialisation.

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 is 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 [+] Award or 20in20 trophy in previous years.
- **Must not** be a current member of the WiTWA Board or any WiTWA subcommittees; a WiTWA employee; or a current volunteer with WiTWA.
- **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 aged 18 to 25 years (25 or younger on 30 June 2025)

Outstanding Regional Role Model

- Must live outside the Perth and Peel region

Emerging Leader

- Must have less than 3 years' experience in their current field (on 30 June 2025)

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 open 23rd June 2025, 8:00 AM (08:00) AWST
- Nominations close 29th August 2025, 11:59 PM (23:59) AWST **UPDATED**
- Judging opens 10th September 2025
- Judging closes 24th September 2025
- People's Choice voting opens 25th September 2025 **UPDATED**
- People's Choice voting closes 2nd October 2025
- Trophy winners will be announced at our Awards Night 7th November 2025

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 judging 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/

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 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 their technical strengths and abilities have delivered a positive or lasting impact.

- **Q3: Leadership and Impact (max 250 words)**

Provide evidence of how the Nominee demonstrates exceptional leadership skills to get results and deliver significant impact in 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 their organisation.

6.2 Outstanding Senior Leadership Award

- **Q1: Leadership and Impact (max 250 words)**

Describe an occasion (or occasions) when the Nominee has demonstrated strong leadership and their integrity, self-awareness, courage, respect and/or resilience led to a positive outcome.

- **Q2: Innovation (max 250 words)**

Describe an occasion (or occasions) where the Nominee drove change or transformation in their organisation through innovation or the innovative use of technology (or STEM more broadly).

- **Q3: Impact (max 250 words)**

Describe how the Nominee has made a positive impact on their organisation’s top line, customer experience or employee experience.

6.3 Outstanding Allyship Award

- **Q1: Leadership and Impact (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 or impact this had.

- **Q3: Mentoring (max 250 words)**

Describe how the Nominee has mentored and/or sponsored individual women in Tech [+] and what outcome or impact this had.

○ 7 SCORING SYSTEM

Each Nominee will be assessed by 3 randomly selected Judges and 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 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 formula focused on transforming the data to a standard format to correct with logical and consistent definitions.

a. MARKING RUBRIC

Technology Field Awards

1. Technology Field Awards 2. (PLUS Outstanding Youth; Regional; WiTWA Tech [+] Star; Emerging Leader) 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 overcame business challenges with tenacity, determination, and resilience? Did they include examples of how their determination has positively influenced others, created change, or served as a catalyst for personal and professional growth? 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 their ability to adapt, influence and overcome difficulties.					

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? Did they describe how their technical strengths and abilities have delivered positive or lasting impact? 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 and Impact (total score out 40) 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? The Nominee: 2. Clearly articulated the context 3. Clearly articulated the approach taken 4. Clearly articulated the outcome and impact 5. 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.					

Outstanding Senior Leadership Award

1. Outstanding Senior Leadership 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 and Impact (total score out of 40) How well did the Nominee provide evidence of how they have demonstrated strong leadership and their integrity, self-awareness, courage, respect and/or resilience led to a positive outcome. 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 positive outcome.					

Innovation (total score out 40) How well did the Nominee provide evidence of how they drove change or transformation in their organisation through innovation or the innovative use of technology (or STEM more broadly). 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 innovation or the innovative use of technology (or STEM more broadly).					
Impact (total score out 40) How well did the Nominee provide evidence of how they have made a positive impact on their organisation's top line, customer experience or employee experience. The Nominee: 2. Clearly articulated the context 3. Clearly articulated the approach taken 4. Clearly articulated the outcome and impact 5. Provided clear and demonstrable evidence that shows a positive outcome.					

Outstanding Allyship Award

2. 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 and Impact (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 how they created permanent, measurable, and direct change.					
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 women colleague(s) and what outcome(s) or impact 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 remove barriers and the outcome/impact this has had.					
Mentoring (total score out 40) How well did the Nominee provide evidence of how they mentored and/or sponsored individual women in Tech [+] and what outcome(s) or impact 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 they mentored and/or sponsored individual women and the outcome/impact this has had.					