Category Explainers

BUSINESS

This is the category for you if you work:
- within a traditional business model
- for a traditional tech company
- in tech department within another industry
- in a start-up
- in a not-for-profit
- in a consultancy working with businesses

Maybe you have set up a Diversity and Inclusion committee to look at the current imbalance within your organisation, then have designed programs to address this.

Maybe you have been involved in the development and design of such a program to address the imbalance.

In real terms, what might this look like? Below are some previous winning submissions:

- Creation of a hub to help solve the problem of employability for International Students. With a focus on empowering these students and graduates to participate in the Australian startup ecosystem. (Noting that this submission could also align with the Education category. Absolutely you can nominate the same initiative in more than one category).

- A 'Developer' program that offers a paid scholarship and fulltime salary to women who are changing careers or looking to re-enter the workforce within the field of software engineering.

EDUCATION

This is the category for you if you work:

- for an academic institution
- or run research projects aligned with education
- for an organisation that is running a joint project/initiative with education
- in a start-up organisation
- in a not-for-profit organisation
- at a Consultancy working with Education / Academia

Maybe you are running a research project that looks to upskill people returning to the workforce after a break?

Maybe you are part of an initiative that introduces STEM to High School students.

In real terms, what might this look like? Below are some previous winning submissions:

- A program that empowers people with significant barriers to employment to build thriving, sustainable careers and to provide employers the highly skilled, motivated talent they need.
- A research project that trials female-only tutorials in a first-year programming subject, in order to positively influence engagement and participation of female students in Computer Science.
- A social innovation that showcases the talents of people with Autism.
- An outreach program that introduces STEM to school age students.
- A training program tailored to the small classroom context that raises awareness of unconscious bias and gives teachers tools for identifying and combating it.

GOVERNMENT

This is the category for you if you work:
- for any Government agency, federal or state
- for an organisation that is running a joint project/initiative with a Government agency
- at a Consultancy working with Government

Maybe you work for an agency that has developed an app that indicates local available services for people who are currently without a home.

Maybe you are developing an online accessibility toolkit to assist creating digital platforms and content that are accessible and inclusive for everyone.

In real terms, what might this look like? Below are some previous winning submissions:

- A program that targets and employs talented autistic individuals into a variety of skilled public service roles in NSW.
- An online tool used to access the Victorian Aboriginal Heritage.
- A program to employ a cohort of people with ASD into a Government department for (at least) two years.
- A Government funded program that uses the power and influence of Video Games (gamification) to change the beliefs and behaviours of teenage boys towards LGBTI+.
- A Youth Employment Scheme (YES) traineeship program to increase the participation of disadvantaged youth (under 24 years of age) into the workforce with a focus on IT and STEM disciplines.

MARKETING MEDIA AND ADVERTISING

This is the category for you if you work in:

- any organisation that has created a marketing / media / advertising campaign to promote diversity and inclusion
- an agency that has created a marketing / media / advertising campaign to promote diversity and inclusion
- an academic institution that has created a marketing / media / advertising campaign to promote diversity and inclusion
- a government agency that has created a marketing / media / advertising campaign to promote diversity and inclusion

Within our Marketing Media and Advertising category there are three subcategories:

1. **Diversity, Equity & Inclusion – CONTENT PRODUCTION** (Inclusive of development, scripting, casting, representation & messaging, on any media platform)
2. **Diversity, Equity & Inclusion – CREATIVE** (Inclusive of development, production, messaging, branding & campaigns)
3. **Initiatives to Drive Diversity, Equity & Inclusion in Your Workforce**

In real terms, what might this look like? Below are some previous winning submissions:

- A campaign that encourages and inspires the Australian LGBTI community to bring their authentic selves to work each and every day.
- A live / online TV and podcast series that focuses on startup culture, innovation and future technology.
- An advertising campaign that promotes inclusion.

TECH FOR GOOD

This is the category for you if you:

- Work for an organisation / start-up / not for profit / academic institution / Government agency / agency / consultancy that uses technology for good

Within our Tech For Good category there are four subcategories:

1. **Social Impact** – addressing societal challenges – helping society flourish and organisations succeed.
   Examples: Education | Utilities | Poverty & Homelessness | Healthcare | Unemployment | Gender Inequality | Property Prices | Human Rights

2. **Environmental Sustainability** – interacting with the planet responsibly – conserving natural resources and protecting ecosystems.
   Examples: Climate Change | Recycling | Conservation | Eco-friendly Packaging | Reducing Emissions | Clean Water | Reforestation

3. **Accessibility & Inclusivity** – building a more inclusive and accessible world.
   Examples: Assistive Technology | Language-based Services | Minimising Inaccessibility | LGBTQ+ | Race & Ethnicity | Free / Low-Cost Tech

4. **Health & Wellbeing** – helping individuals and organisations create a state of complete physical, mental and social wellbeing.
   Examples: Fitness & Recreation | Mental Health Services | Physical Health Tech | Harm Minimisation | Sport | Community Engagement