



PRESENTED BY

 ATlassian

2022 WLT CATEGORIES & CRITERIA

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Entry deadline – 5pm AEDT, Tuesday 22 February, 2022

Late entry deadline – 5pm AEDT, Tuesday 1 March, 2022

Shortlist date – Thursday 24 March, 2022 Shortlist Announced

Early bird tickets end – Wednesday 30 March, 2022

Event date – 6:30 - 11:30pm, Thursday 28 April 2022 – Sydney Town Hall

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CATEGORIES & CRITERIA

ADVOCACY



This category is open to any technology company which has demonstrated a holistic and long-term commitment to the recruitment, development and retention of women in the business.

Submissions should include:

- Evidence of a well thought out and executed recruitment policy that demonstrates how specific programs and initiatives have benefited women in the company. (500 words – 30 points)
- Employers should provide two individual staff case studies of no more than 500 words each, from appropriate staff members detailing their own experiences at the company. One should be for a member of staff who joined during 2019-2021, the other for a member of staff who joined in 2018 or earlier. (1000 words – 25 points each)
- Demonstrate a commitment to the development and retention of woman talent. (300 words – 20 points)

DATA SCIENCE



This category is open to women who are currently in roles such as, but not limited to: data scientist, data engineer, data architect, data analyst, database administrator, data modeler, BI, machine learning, big data engineer, and AI. Judges will look for characteristics and examples of curiosity, business understanding, passion, innovation, intuition and technical acumen.

Submissions should include:

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2021 to December 31, 2021, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)



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DESIGN



This category is open to women who are currently in roles such as, but not limited to: UX designer, IxD/interactive designer, service designer, UI designer, visual/brand/comms designer, graphic designer, motion designer, art director, product designer, full stack designer, web designer, VR designer, AR designer.

Submissions should include:

- A brief overview of what the nominee has achieved for the business contributed in the judging period of January 1, 2021 to December 31, 2021, to the tech profession and the wider community. Points will be awarded to improved business results, user experience and/or innovation for the sector. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

EDUCATION PROVIDER

This category is open to any tertiary education provider which offers STEM based degrees/courses, and has demonstrated a holistic and long-term commitment to the recruitment and retention of woman students.

Submissions should include:

- Evidence of a well thought out and executed recruitment policy to attract woman students into STEM based degrees/courses. (500 words – 30 points)
- Please provide two individual student case studies of no more than 500 words each, from appropriate woman students detailing their own experiences at the educational institution. One should be for a student who joined the degree/course during 2019-2021, the other for a student who joined in 2018 or earlier. (1000 words – 25 points each)
- Demonstrate a commitment to the retention of woman students, including how specific programs and initiatives have benefited woman students. Examples such as pathways for employment into technology companies via internship and vocational placement programs to drive woman participation are well regarded. (300 words – 20 points)



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EDUCATION/RESEARCH



This category is open to women who are currently in roles such as lecturing, researching or teaching within a technology discipline at either high school, tertiary or post graduate levels. Judges will look for characteristics and examples of curiosity, business understanding, passion, innovation, intuition and technical acumen. A special emphasis should be placed on how the nominee has made a future in technology more accessible to women.

Submissions should include:

- A brief overview of what the nominee has achieved for the school, university or other education provider and students in the judging period of January 1, 2021 to December 31, 2021. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

ENGINEERING



This category is open to women who are currently in roles such as, but not limited to: software engineer, full stack engineer, full stack developer, frontend engineer, frontend developer, backend engineer, backend developer, systems engineer, system automation engineer, QA engineer, design engineer, DevOps engineer and scrum master. Judges will look for characteristics and examples of curiosity, business understanding, passion, innovation, intuition and technical acumen.

Submissions should include:

- A brief overview of what the nominee has achieved for the business and users/customers in the judging period of January 1, 2021 to December 31, 2021, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)



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ENTREPRENEUR/FOUNDER



This category is open to women who are leading a technology, digital or e-commerce start-up and have been in business for five years or less (as of December 31, 2021). Entrants must be able to demonstrate exceptional innovation, growth and the creation of a business that has the potential to scale up and remain sustainable. Judges will review the entrant's vision, innovation, risk optimisation, strategic perspective, passion, market knowledge and her ability to navigate a dynamic business environment.

Submissions should include:

- A brief overview of what the nominee has contributed in the judging period of January 1, 2021 to December 31, 2021, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

EXECUTIVE LEADER



This category is open to women who are currently in c-suite level leadership roles within a technology business, such as, but not limited to: CEO, CIO, CTO, CMO, CRO and COO. Judges will look for exceptional leadership, a strong vision of the future, cohesion with company culture, outstanding management skills as well as growth and innovation within their organisation over the last 12 months.

Submissions should include:

- A brief overview of what the nominee has contributed in the judging period of January 1, 2021 to December 31, 2021, to their organisation, the tech profession, and the wider community. Proven revenue and growth figures will aid your application – please note, these may be checked and clarified by our judging team. (500 words - 50 points)
- Indicate how the entrant has been advocating for a more inclusive culture and demonstrate the growth her leadership has created. (400 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry. (300 words – 20 points)



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MARKETING



This category is open to women who are currently in roles within a technology business such as, but not limited to: CMO, head of marketing, head of brand, head of communications, marketing director, brand director, communications director, marketing manager, brand manager, communications manager, channel/partner marketing manager, product marketing manager.

Submissions should include:

- A brief overview of what the nominee has contributed in the judging period of January 1, 2021 to December 31, 2021, to the business, specifically how innovative marketing has contributed to business growth and improved commercial results. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

MENTOR



The mentor award will celebrate a woman who, by means of advising, has helped other women progress in their careers, driving learning and development. The winner can be working and guiding others in any area within the tech industry. They will be recognised for actively helping attract more women into the technology sector and/or helping to promote women within the sector to more senior roles.

Submissions should include:

- An outline of the significant contribution the entrant has made, in the judging period of January 1, 2021 to December 31, 2021, to the retention, progression, satisfaction or development of individuals or groups of women within their organisation and/or the profession. (500 words – 40 points)
- A brief profile of the nominee, including significant achievements and accomplishments of note during their time with their organisation. (500 words – 30 points)
- Two individual references of no more than 300 words each, from appropriate staff members detailing their own experiences with the nominee. (600 words – 15 points each)



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PRODUCT



This category is open to women who are responsible for leading the success of a product within a technology company, such as, but not limited to: product director, product manager, product lead, head of product, VP of product and CPO. Judges will review the entrant's innovation, strategic thinking, customer/user knowledge and ability to navigate multi-team collaboration.

Submissions should include:

- A brief overview of what the nominee has achieved for the business and its customers in the judging period of January 1, 2021 to December 31, 2021, to the tech profession and the wider community. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)

SALES



This category is open to women who are currently in a commercial role within a technology business such as, but not limited to: sales director, account director, sales manager, business development manager, product sales manager, account manager, technical sales consultant, pre-sales consultant, pre-sales engineer, sales engineer, implementation sales consultant.

Submissions should include:

- A brief overview of what the nominee has achieved for the business in the judging period of January 1, 2021 to December 31, 2021, specifically the commercial results they have contributed to and evidence of delivering results for customers and clients. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)



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NEW CATEGORIES

DELIVERY

FOXTEL GROUP

This category is open to women who currently work in a function within a technology business that supports the delivery of technology products/projects, such as, but not limited to: Project Manager, Program Manager, Delivery Manager, Scrum Master, Agile Coach, Release Train Engineer, Producer, Traffic Manager, Change Manager.

Judges will look for characteristics and examples of their efforts in and contribution to the successful delivery of a project, program or product, including characteristics such as the effective coordination and planning, effective client and stakeholder engagement, implementing improved ways of working, improving collaboration and communication, helping teams and organisations overcome product or project delivery risks or issues, creating the environment for teams to succeed and become high performing, and promoting a culture of continuous improvement, engagement and well-being within their organisation over the last 12 months.

Submissions should include:

- A brief overview of what the nominee has contributed in the judging period of January 1, 2021 to December 31, 2021, to their organisation, the tech profession, and the wider community. (500 words - 50 points)
- Indicate how the entrant has been advocating for a more inclusive culture and demonstrate the growth her leadership has created. (400 words – 30 points)
- At least one reference from either a team member, community leader, academic or client must be included with the entry. (300 words – 20 points)

REGIONAL TECHNOLOGIST

SAMBA TV

Challenges faced by Technology professionals in regional Australia are unlike, and often, polar opposite to those faced in urban areas. This category is open to women currently in roles within the technology sector who have taken a step out of the ordinary to deliver innovative solutions for organisations based in regional Australia.

Submissions should include:

- A brief overview of what the nominee has achieved for the organisation in the judging period of January 1, 2021 to December 31, 2021, specifically the commercial results they have contributed to and evidence of delivering results for customers and clients. (500 words – 50 points)
- Outline the nominee's future ambitions. (500 words – 30 points)
- At least one reference from either an employer, community leader, academic or client must be included with the entry. (300 words – 20 points)