

2021 ADIA Awards

Innovation

What does this award recognise?

This category recognises ADIA members that have researched, designed and / or developed an innovative product, technology or service in Australia over the past three years and are now delivering that innovation either in Australia or internationally.

Who can enter this award?

Open to all ADIA members that:

- Meet the above conditions
- Began delivering the innovation between 1 July 2019 and 30 June 2020
- Have not entered this category previously for this innovation.

Joint entries are accepted as long as the ADIA member undertook either all research, design or development of the innovation.

Background information

Please start your award submission with the following information:

- Name of member (a company):

AWARD SUBMISSION QUESTIONS

SECTION 1: OVERVIEW

- a. Provide an overview of your organisation (history, location, service area and staff size) and the innovation (its name, what it was developed to achieve, and what it does) being submitted. (Maximum 400 words. This question is NOT scored, but it will provide judges with important background information.)
- b. What specific sales, customer and / or public-related targets were set for the first 12 months post-launch? Provide specific, measurable data. For example, if your innovation is a product then your targets may have been data such as projections for the number of units to be sold, new customer growth, changes to public hygiene habits and / or increase in existing customer spend. (Maximum 250 words. This question is NOT scored, but will be referred to during assessment of other responses.)

SECTION 2: CONCEPT and RESEARCH

- a. What was the issue, environment, short-falling or market gap that your innovation was developed to address? (Maximum 400 words. How much is this answer worth? 8%.)
- b. Outline the research undertaken, and by whom, to confirm that the innovation was viable and would address the issue identified in your previous answer. Your answer must refer to research undertaken before the innovation began to be designed and could include desktop research, research you commissioned, research you organised through an academic institution, customer surveys or other customer expectation research. (Maximum 400 words. How much is this answer worth? 8%.)

SECTION 3: PLANNING

- a. Outline the planning process that was adopted, and the major steps followed, to design and develop the innovation. Please be specific about the role that your organisation undertook in this planning and other stakeholders' involvement. (Maximum 400 words. How much is this answer worth? 8%.)
- b. How did the following impact on design and development decisions: price, your brand recognition and reputation, customer excellence and supply reliability? (Maximum 400 words. How much is this answer worth? 8%.)

SECTION 4: MONITORING and EVALUATION

- a. What tools and processes did you use to monitor and measure progress throughout the planning and development phases? Note: This question is not about the success or results of the innovation once it was launched, and your response must focus solely on monitoring and measuring progress pre-launch. (Maximum 400 words. How much is this answer worth? 8%.)
- b. List the major challenges and risks you faced during the research, design and development phases, and outline how each was overcome. (Maximum 400 words. How much is this answer worth? 8%.)

SECTION 5: MARKETING

- a. What did you do pre-launch to introduce your customers and potential customers to this innovation? This could include traditional marketing channels, special events, trials or educational sessions. (Maximum 400 words. How much is this answer worth? 8%.)
- b. Outline the marketing and promotion actions you have undertaken since you started delivering the innovation to ensure its success. (Maximum 400 words. How much is this answer worth? 8%.)

SECTION 6: PERFORMANCE and OUTCOMES

- a. With the targets you provided in Section 1 in mind, how well did the innovation perform in the first 12 months post-launch? Provide comparative data and consider the inclusion of customer feedback to support your response. (Maximum 600 words. How much is this answer worth? 12%.)
- b. Explain the improved situation, new environment or adopted behaviour that now exists either in the dental sector or within the public arena (or both) as a direct result of your innovation. This answer can include unexpected and non-measurable outcomes. Where possible, provide comparative pre- and post-innovation states to support your response. (Maximum 600 words. How much is this answer worth? 12%.)
- c. Outline the ways in which the research, design, development and delivery of the innovation go beyond regular expectations to demonstrate 'excellence'? (Maximum 600 words. How much is this answer worth? 12%.)