

School Handbook

2024



MAYOR'S TECHNOLOGY & INNOVATION AWARDS

Presented by
EXPERIENCE
GOLDCOAST™

With the support of



Letter from the Mayor

Tom Tate

Dear Gold Coast students,

The Mayor's Technology and Innovation Awards were established to help foster new ways of thinking by nurturing young minds to help resolve real world problems. In our evolving world of innovation and technology, this program is a wonderful opportunity for high school students on the Gold Coast.

By entering the Mayor's Technology and Innovation Awards you'll be mentored by some of the finest technological minds on the Gold Coast, all of whom are ready and eager to help you realise your idea. Throughout this program you'll be immersed within our tech startup community as you develop your concept through a series of workshops.

With fantastic prizes on offer for both you and your school, I strongly encourage you to consider entering the Mayor's Technology and Innovation Awards where your great idea can not only be discovered, but developed into a real world solution!



Page 1	About MTIA
Page 2	Phase 1: Form your concept Phase 2: Enter the awards
Page 3	Selection Criteria
Page 4	The Gold Coast Plan
Page 5	Judging Criteria Phase 3: Finalist Selection
Page 6	Phase 4: Mentoring Workshop The Finalist Bootcamp The Online Mentoring Sessions
Page 7	Phase 5: Pitch and Awards Night Prizes and Awards
Page 8	Final Pitch Judging Criteria
Page 9	Important Dates
Page 10	School Coordinator Role
Page 11	Terms and Conditions

Contents

About the Mayor's Technology and Innovation Awards

The Mayor's Technology and Innovation Awards are open to year 8-12 students with innovative, technological ideas waiting to be discovered. Students who make it to the mentoring phase of the awards are immersed in the local start-up community and have access to some of the best technological minds of the Gold Coast.

To enter, students create a team of two or three from their school and submit their idea for judging. Up to ten finalist teams will then take their idea to the next level through mentoring from some of our city's most dynamic entrepreneurs. The awards will conclude with a pitch night where the ten finalists present their ideas to an audience and panel of expert judges.



MTIA

Phase 1: Form your concept

In your team, work together to come up with an innovative or technological idea that supports the City of Gold Coast's City Vision through three themes:

- The best **PLACE** to live, visit and stay
- **PROSPERITY** built on a strong diverse economy
- **PEOPLE** contribute to a strong community spirit

As a first step, watch our ideation video, which gives an overview of the awards and provides you with the tools to form your killer idea for your entry. The video takes you through using ideation for your concept and how to tap into the place where those creative, intuitive, innovative ideas dwell. You'll get tips on reverse engineering an identified community problem, different types of technology you could use and ways to measure your impact.

Your idea could be a new idea for health, conservation, transport, agriculture, cyber security, construction, energy, lifestyle, or anything that solves a real world problem.

Think Global, Act Local. The possibilities are endless!

Watch the ideation video on the
[Study Gold Coast Website](#)

Phase 2: Enter the awards

There is no limit to the number of teams a school can enter, however each team must comprise of either two or three students from years 8-12. To enter, simply:

- Respond to the four selection criteria on the entry form, outline your innovative idea and the technology it uses to solve a Gold Coast community problem.
- Assign your School Coordinator who will be the contact for all correspondence relating to your school's participation in the awards.
- Upload your signed Parent/Guardian Consent Form for each student entering the competition.

Entries open: Monday, 8 July 2024 — 9am

Entries close: Friday, 2 August 2024 — 9am

Enter at www.studygoldcoast.org.au/techawards

Selection Criteria



Part 1: The Idea (maximum 200 words)

Outline your innovative idea and the Gold Coast community problem or need that it addresses.

What is your innovative idea?

What is the Gold Coast community problem that you are solving?

What is motivating your team to fix this problem?



Part 2: The Solution (maximum 200 words)

How will you use technology to deliver your solution or solve the problem you have identified in question 1?

What technologies are you using to solve this problem?

Are these new or existing technologies?

How will it work?



Part 3: The Impact (maximum 200 words)

What Gold Coast city theme does this idea relate to – Place, Prosperity or People?

Who will benefit from your idea?

What value will it bring to them?



Part 4: The Competition (maximum 200 words)

Are there currently any similar products or solutions that exist?

Consider your competitors. What makes your idea different or better?



Examples of place, **prosperity** and people from the **Gold Coast Plan**

The **best** place to live and visit

- Our city provides a choice of liveable places
- We live in balance with nature
- We have sustainable waste disposal
- We have fast, frequent and reliable public transport
- We are an active digital city
- Our modern centres create vibrant communities
- Everyone can enjoy a beach experience

Prosperity built on a strong **diverse** economy

- Our city is innovative and grows successful businesses
- We have a thriving cultural economy
- We have infrastructure that supports productivity and growth
- We are a city with a strong and globally competitive business environment
- We are a globally recognised tourism destination
- We are an emerging world-class business destination

People contribute to a strong **community** spirit

- Our city is safe
- Our community is inclusive and supportive
- Our city embraces culture every day
- We are a highly skilled community
- We are an active community

Judging Criteria

Has the team identified what makes their idea or concept innovative? __/20

Does the entry solve a real problem and have positive benefits to the Gold Coast community? __/20

Does the concept use new technology, or acknowledge that it is inspired by existing technology, using it in a new way? __/20

Does the entry demonstrate a sound understanding of who their target market is? __/20

Have the team acknowledged who their competitors are? __/20

Total __/100



Phase 3: Finalist Selection

An expert panel of judges will score each entry against the judging criteria and ten teams with the highest scores will be announced as finalists. The finalists will move onto the mentoring phase of the awards, where they will further develop their idea or concept and be mentored by some of the best entrepreneurial and technical minds of the Gold Coast.

Phase 4: Mentoring Workshop

In the mentoring phase of the awards the finalists will take part in three mentoring sessions:

1. An intensive one-day finalist bootcamp at Cohort Innovation Space
2. An online mentoring session for each individual team
3. An online pitch practice and feedback session for each individual team

The Finalist Bootcamp

Finalist bootcamp: Thursday 22 August 2024

Location: Cohort Innovation Space, Southport

This one-day bootcamp will fully immerse the teams in the exciting technological start-up community of the Gold Coast. The bootcamp will be run by a range of expert mentors and be broken into four parts.

Workshop 1: The Big Idea

Students learn about developing assumptions about their potential users and have homework to interview some users. During the workshop, students learn about business model canvas, and in teams, they will build BMC for their team. This will allow teams to take their big ideas and ensure they can be commercially viable – understanding things like costings, outgoings, expenses, business models, etc.

To do: Business Model Canvas completed. Interview 10 potential users.

Workshop 2: Building an MVP

This workshop is all about the product/innovative idea. Students learn how to build an MVP (minimum viable product) so that they understand how to test it in the market.

To do: Build the most minimum viable product

Workshop 3: Market & Go-To-Market

Students learn about the market potential, including target market, customer acquisition strategy and marketing channels.

To do: GTM strategy

Workshop 4: Pitch Preparation & Pitch

We provide a pitch deck template that entrepreneurs use. Students learn about developing a pitch deck, a brand, and tips on how to pitch.

To do: Pitch Deck for Demo Day

The Online Mentoring Sessions

Dates: Booked by students between 24 August – 2 October

After the finalist bootcamp is complete, teams will have the opportunity to book two online mentoring sessions:

1. One 30-minute online check-in for each individual team
2. One 30-minute online pitch practice with mentor feedback

Teams will be able to book sessions at times that suit their schedules directly with Cohort.

Phase 5: Pitch and **Awards** Night

Final Pitch and Awards Night – Thursday 3rd October 2024

The Final Pitch and Awards Night is each team's opportunity to present their idea to a broader audience and convince the judging panel that their idea is the best!

Display Your Idea

Ahead of their 5-minute pitch, each team will be given a dedicated display area to showcase their idea to the judging panel and audience. Displays may include merchandise, prototypes, audio visual displays and practical demonstrations. The judges will allocate points for each team's display which will contribute to their overall result.

Pitch To The Judges

Teams will then pitch their ideas. Presentations must be structured, rehearsed and kept to five minutes in duration. The presentation may include a video and demonstration of any working prototypes which may have been developed. At the conclusion of each team's presentation, judges will be given the opportunity to ask questions about the idea or concept (2 minutes).

Finally, the *winning* teams will be announced



Prizes and **Awards**



For the winning School

**INDIVIDUAL PRIZES FOR MEMBERS OF THE WINNING
TEAMS, WHICH WILL BE PUBLISHED ONLINE.**

Final Pitch Judging Criteria

1. CUSTOMER DISCOVERY ___/20

- Is the team clear on the community need they are solving and their 'why'? ___/10
- Has the team shown evidence of market research and testing their idea on their market? ___/10

2. PRODUCT DEVELOPMENT ___/30

- Did the team's display booth showcase their idea or product? ___/10
- Does the team explain or demonstrate how technology will be used in the development of their product? ___/10
- Have the team been able to show tangible progress (market research, a prototype, anything that shows they're on their way) ___/10

3. MARKETING ___/20

- Did the team consider how they will promote their idea to their market? ___/10
- Have the team developed their brand, for example created a logo or other promotional material? ___/10

4. PITCH PREPARATION AND PRESENTATION ___/30

- Was the team able to communicate their idea or concept effectively and confidently to the audience? ___/10
- Does the pitch tell a story sharing the team's vision for their concept? ___/10
- Was the team's final pitch unique and creative, using a variety of mediums? For example, PowerPoint presentation, video, graphics, posters etc? ___/10

Final Pitch Judging Criteria



Criteria



Timing



Context



Delivery



Own it!



Practice

Important Dates 2024

Entries Open at 9am

**8
July**

Entries Closes at 9am

**2
Aug**

Finalists Announced

**9
Aug**

One-day Bootcamp

Cohort Innovation Space

**22
Aug**

Online Mentoring Sessions

*1 x 30-minute check-in session
1 x 30-minute pitch practice*

**24
Aug**

**2
Oct**

Final Pitch & Awards Night

**3
Oct**

About the School Coordinator's Role

Each school that enters the Awards is required to appoint a School Coordinator. This person will be the contact for all correspondence relating to their team/s participation in the Awards and is responsible for the following:

- Publicising the Awards at their school and ensuring students and parents/guardians are given the relevant information regarding their participation in the competition.
- Addressing queries from students and other staff members about the Awards.
- Ensuring that the students and the school are fully aware of the competition Terms and Conditions.
- Ensuring that formal parent/guardian consent has been obtained for each student participating in the competition and attending related events.
- Assisting teams to enter the Awards correctly and fully, providing all the required information and entry details in the online entry form, thereby ensuring teams fulfil all entry submission requirements.
- Communicating the announcement of finalist teams within their school.
- Coordinating the attendance of each team at the scheduled mentoring sessions.
- Coordinating the attendance of all finalist teams at the Final Pitch Night at Bond University.
- Ensuring that the team's entry is the students' own ideas and that teams do not submit any content that is unlawful or fraudulent, or without authorisation, infringes upon any intellectual property, privacy, or other rights of any person or entity.



Terms and Conditions

THE 2024 MAYOR'S TECHNOLOGY AND INNOVATION AWARDS

1. General

1. These terms and conditions are in relation to the competition being The 2024 Mayor's Technology and Innovation Awards ("The Awards").
2. The Awards is conducted by Experience Gold Coast trading as Study Gold Coast of 43 Nerang Street, Southport, Queensland 4215 ("The Promoter").
3. The duration of the competition is from Monday, 8th July 2024 to Thursday, 3rd October 2024 inclusive.
4. The Promoter reserves the right to interpret these terms and conditions and, if required, change them at its sole discretion.
5. Any amendments to the terms and conditions will be published on The Awards website at www.studygoldcoast.org.au/techawards and through any other communication method approved by The Promoter. If the terms and conditions are changed during

2. Eligibility

1. Teams and students must comply with the following requirements to be eligible for entry into and continued participation in The Awards.
2. The Awards are open to all full-time students in years 8-12 from all Gold Coast high schools.
3. There is no limit to the number of teams a school can enter the Awards, however, each team must consist of two (2) or three (3) students all enrolled at the same school. Mixed gender teams are strongly encouraged.
4. Team members must be available to participate in The Awards and the associated events and mentoring sessions outlined in section Key Dates.
5. A team can comprise students from different school years, if the students are from years 8 to 12 and from the same school.
6. Each team is only allowed to submit one entry into The Awards.
7. If a team member must withdraw from the competition at any point, the team's School Coordinator may submit a request in writing to The Promoter to replace the team member with another student. Such requests may be granted at the discretion of The Promoter.
8. Each team is encouraged to appoint a team leader to coordinate the work and act as spokesperson. However, each member of the team should be able to serve as spokesperson, be fully involved with the project, and be familiar with all aspects of the project. The final work should reflect the coordinated efforts of all team members and will be evaluated during the final pitch and presentation evening.

3. Entry

1. Entry into The Awards is open to students from year 8-12 in teams of two (2) or three (3) who attend a Gold Coast high school.
2. Each participating school is required to assign a School Coordinator as a point of contact for the school's team or teams.
3. A completed and signed Parent/Guardian Consent Form is required for each student entering the competition for their team's entry to be valid.
4. By submitting an entry in The Awards, each team, student, respective parent or guardian, School Coordinator and school agrees to be bound by the terms and conditions contained herein.
5. Teams are required to submit their entries for the relevant phase of the competition as outlined below.
 - Signed Parent/Guardian Consent Form for each student in the team;
 - School Coordinator's details (name, position, email and telephone contact details);
 - Responses to entry questions (1 – 4) addressing the judging criteria outlined in section 4.1 Judging Criteria – Entry.
6. Phase 2 – Complete the online Entry Form available at www.studygoldcoast.org.au/techawards. All fields in the Entry Form are compulsory, including:
7. Phase 4 – Each team is required to attend each of the mentoring workshops; finalist bootcamp and two online mentoring sessions.
8. Phase 5 – Final Pitch and Awards Night – Each team is required to set up a display of the idea and conduct a five (5) minute, structured presentation to the judging panel addressing the judging criteria outlined in section 4.2 Judging Criteria – Final Pitch and Presentation.

4. Judging Criteria

JUDGING CRITERIA – STAGE 1

1. Has the team identified what makes their idea or concept innovative? 0/20
2. Does the entry solve a real problem and have positive benefits to the Gold Coast community? 0/20
3. Does the concept use new technology, or acknowledge that it is inspired by existing technology, using it in a new way? 0/20
4. Does the entry demonstrate a sound understanding of who their target market is? 0/20
5. Have the team acknowledged who their competitors are? 0/20

TOTAL OUT OF __/100

JUDGING CRITERIA – STAGE 2 – FINAL PITCH AND PRESENTATION

1. Is the team clear on the community need they are solving and their 'why'? 0/10
2. Has the team shown evidence of market research and testing their idea on their market? 0/10
3. Did the team's display booth showcase their idea or product? 0/10
4. Does the team explain or demonstrate how technology will be used in the development of their product? 0/10
5. Have the team been able to show tangible progress (market research, a prototype, anything that shows they're on their way) 0/10
6. Did the team consider how they will promote their idea to their market? 0/10
7. Have the team developed their brand, for example created a logo or other promotional material? 0/10
8. Was the team able to communicate their idea or concept effectively and confidently to the audience? 0/10
9. Does the pitch tell a story sharing the team's vision for their concept? 0/10
10. Was the team's final pitch unique and creative, using a variety of mediums? For example, PowerPoint Presentation, video, graphics, posters etc? 0/10

TOTAL OUT OF ___/100

5. Judging and Decisions

1. Entries in The Awards will be judged by the judging panel appointed by The Promoter as outlined at the website www.studygoldcoast.org.au/techawards. Every effort will be made to ensure that judging panel members are impartial and suitably qualified. Appointments to the judging panel will be made at the sole discretion of The Promoter.
2. The decisions of the judging panel will be final, and no correspondence will be entered.
3. Judging and decisions made by the judging panel will be based on the 'Judging Criteria' outlined above in 4. Judging Criteria.
4. In the event of a tie for first, second or third place it will be the City of Gold Coast Mayor Tom Tate's (or his nominated representative) decision. The decision will be final, and no correspondence will be entered into.

6. Prizes

1. This competition is a game of skill and chance plays no part. Prizes will be awarded at the discretion of the judging panel according to 4. Judging Criteria.
2. The nature and quantity of any prizes will be determined by The Promoter in conjunction with The Awards partners/sponsors and published on the website www.studygoldcoast.org.au/techawards.
3. Any published prize in association with The Awards, both for students and schools, must be claimed within one (1) year of the date of the announcement of that prize at the final presentation ceremony. If for any reason any winner does not collect a prize by the time stipulated by The Promoter, then the prize will be deemed to be forfeited.
4. If any prize is unavailable, The Promoter, in its discretion, reserves the right to substitute the prize with a prize to the equal value and/or specification.
5. Prizes, or any unused portion of a prize, are not transferable or exchangeable and cannot be taken as cash, unless otherwise specified.
6. In the event of unforeseen circumstances or events arising which are beyond the control of The Promoter and which adversely affect the administration of the competition, The Promoter reserves the right to cancel, terminate, modify or suspend the competition or suspend or modify a prize.
7. All prizes will be delivered directly to the schools of the winning's students within one (1) week of the final pitch and presentation ceremony.

7. Intellectual Property, Confidentiality and Liability

1. The protection of any information that a team may require to be kept confidential and/or any intellectual property rights in a team's entry is the sole responsibility of each team and not The Promoter.
2. All intellectual property created by each team remains the property of that team and students in equal proportions.
3. Each team agrees to grant Study Gold Coast a perpetual, irrevocable, non-exclusive, royalty free, world-wide licence to use, publish, reproduce, modify, adapt, and display, any or all of the team's entry including the team's responses, pictures, images, videos, drawings and illustrations ("Content") and otherwise exercise all such intellectual property rights in respect of the Content for any purpose in any media, without compensation, restriction on use, attribution or liability. Each team and each student participant agrees not to assert any moral rights in relation to such use and warrant that they have the full authority to grant these rights; but only to the extent that such use is not for commercial purposes and is in connection with The Awards and/or to promote Study Gold Coast.
4. Each participating student and each team agree that they are fully responsible for the content they submit. The Promoter shall not be liable in any way for such content to the full extent permitted by law. The Promoter may remove any content without notice for any reason whatsoever. Each participating student and team warrants and agrees that: (a) they will not submit any content that is unlawful or fraudulent, or that Study Gold Coast may deem in breach of any intellectual property, privacy, publicity or other rights; (b) content submitted will not be defamatory, obscene, derogatory, pornographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, not suitable for children attending years 9 to 12 in Australia, or otherwise unsuitable for publication; (c) they will obtain prior consent from any person or the owner(s) of any property that appears in their content; (d) the content is their own original work or they have full prior consent from any person who has jointly created or has any rights in the content, to the uses and terms herein, and the content does not infringe the rights of any third party; (e) their content shall not contain viruses or cause injury or harm to any person or entity; and (f) they will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems.
5. If this competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of Study Gold Coast, including but not limited to technical difficulties, unauthorised intervention or fraud, Study Gold Coast reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any team; or (b) to modify, suspend, terminate or cancel the competition, as appropriate.
6. Any cost associated with accessing the promotional website or creating and submitting an entry is the team's responsibility.
7. All entries and materials submitted to The Promoter in conjunction with this Award (in any form including hard copy, electronic forms or working prototypes) remain the property of the team and students in equal proportions.
8. Each team and student agree to respect and protect the confidentiality of any information shared between other teams and students participating in the Awards.
9. Participation in the Award is voluntary and is at each participant's own risk.
10. None of Study Gold Coast or the Awards sponsors and partners or any employee or agent of Study Gold Coast or the Awards sponsors and partners will be liable (to the extent permitted by law) to the teams or students or their respective parents, guardians, school coordinators or schools for:
 - Any injury or death of any person or persons and/or property and/or cost, loss, damage, expense or claim occasioned or incurred (including without limitation any indirect economic or consequential loss) arising from or in connection with the Award or any person's participating in it, or the receipt of any prize.
 - Any taxes, duties, charges or levies to be paid to any person in connection with any prize a team or student or school may receive in connection with the Awards.

8. Information Privacy

1. Where students provide personal information to The Promoter, noting that the participation in the competition is voluntary, the personal information will be used by The Promoter to administer the competition in accordance with these terms and conditions. All personal information will be stored securely and except as provided for in these terms and conditions, will not be given to any other person or agency unless participants have given The Promoter permission, or The Promoter is authorised or required by law.
2. The collection, use and disclosure of all personal information will be handled in accordance with the Information Privacy Act 2009 and Study Gold Coast's privacy collection statement which is available at: www.studygoldcoast.org.au/privacy-policy/

9. Waivers and Release

1. Teams and students and their respective parents, guardians and schools, consent to The Promoter, its employees or agents and partners/sponsors, photographing and/or filming student participants and using the name, image and/or voice of such participants, in any media for an unlimited period without remuneration to promote The Awards or any of The Promoter's associated activities.
2. Teams and students and their respective parents, guardians and schools, acknowledge that all right, title and interest in, or relating to any image taken by or on behalf of The Promoter belongs to The Promoter for its own use. Any image taken by a partner or sponsor of The Awards is not an image taken on behalf of The Promoter.
3. Teams and students and their respective parents, guardians and schools, release The Promoter and the partners and sponsors of The Awards from any claim by themselves, or on their behalf, arising out of the use of any photo/film by The Promoter, and partners and sponsors of The Awards.

9. Force Majeure

1. The Promoter will not be responsible for any damage arising out of and shall not be in breach of terms and conditions of The Awards if The Awards is cancelled, suspended, or reduced due to failure of services or other force majeure outside of The Promoter's reasonable control.

9. Laws

1. The Agreement is governed by the laws of the State of Queensland.

Presented by

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