THE APICTA AWARD CATEGORY FRAMEWORK

HEAD CATEGORIES

CONSUMER (HC-C)

- MEDIA & ENTERTAINMENT
- TOURISM & HOSPITALITY
- RETAIL AND DISTRIBUTION
- BANKING, INSURANCE & FINANCE
- REAL ESTATE
- GAMES (STUDENTS ONLY)
- DIGITAL MARKETING / ADVERTISING

INCLUSIONS AND COMMUNITY SERVICES (HC-ICS)

- REGIONAL, RURAL AND REMOTE SERVICES
- INDIGENOUS SERVICES
- HEALTH AND WELLBEING
- COMMUNITY SERVICES
- EDUCATION
- SUSTAINABILITY & ENVIRONMENT

INDUSTRIAL (HC-I)

- MANUFACTURING
- RESOURCES, ENERGY & UTILITIES
- AGRICULTURE
- ENGINEERING & CONSTRUCTION
- TRANSPORT
- SUPPLY CHAIN LOGISTICS
- SUSTAINABILITY & ENVIRONMENT

BUSINESS SERVICES (HC-BS)

- FINANCE & ACCOUNTING SOLUTIONS (FINTECH)
- ICT SERVICES SOLUTIONS
- SECURITY SOLUTIONS
- MARKETING SOLUTIONS
- PROFESSIONAL SERVICES (LEGAL, HR ETC.) SOLUTIONS

PUBLIC SECTOR AND GOVERNMENT (HC-PSG)

- GOVERNMENT & CITIZEN SERVICES
- DIGITAL GOVERNMENT

STUDENT (HC-S)

- JUNIOR STUDENT (TO YEAR 9)
- SENIOR STUDENT (LAST 3 YEARS BEFORE UNI)
- TERTIARY STUDENT PROJECT (UNDERGRADUATE)

CROSS CATEGORIES

- START UP (CC-SU)
- RESEARCH AND DEVELOPMENT (CC-RD)

TECHNOLOGY

- BIG DATA ANALYTICS (CT-BDA)
- INTERNET OF THINGS (CT-IOT)
- ARTIFICIAL INTELLIGENCE (CT-AI)

HOW THIS WILL WORK?

- All entries other than the Students' Projects, must enter into 1 of the 5 Head Categories
- Entries if relevant and eligible, they can also enter in one of Cross Category and/or one of the Technology Categories
- The Technology awards may change depending on industry trends however the head and other cross category awards will remain the same.
- Any proposed changes will require the recommendation from the Judges Subcommittee then to be endorsed by Exco

SPECIFICS AS DEFINED IN THE JUDGES MANUAL

APICTA
Asia Pacific ICT Awards

Multiple Presentations

- For nominees opting to participate in the cross categories in addition to their Head Category nomination must present again for each cross category
- Presentations must be different and targeted to the category they are nominating for. Judges must also judge and question according to the category they are judging.
    - For example, if tech category, then questions should not be asked regarding commercials and should be related to the criteria for that category
- Each entry nomination to each category is to incur a registration fee of US$25.

A SCENARIO

A start up has built a Business Services AI application.

- They would select Business Services as the Head Category **then** select Start Up as Cross Category **then** Artificial Intelligence as the Technology category.
- Depending on the number of nominations for that economy, the economy judge or co-ordinator would then approve the nomination for the cross category given the limit of 3 for each.
- They may opt to have them for just 1 or both categories. It is important the economy explains to their nominees that this is not automatic and is subject to their approval
- The nominee would then prepare separate presentations for each category their economy has approved them for

SPECIFICS AS DEFINED IN THE JUDGES MANUAL

Presentation Times & Nomination Forms

- Presentation time for each entry is same for all categories:
  - 3 minutes set up
  - 10 minutes for presentation and demo
  - 10 minutes for Q&A
  - 2 minutes for equipment disassembly. **(Total time 25 minutes)**
- Complete redesign of the entry nomination forms in the Administrative Manual in Appendix 6 to synchronise with the new APICTA categories, together with accompanying notes for the entries as well as for the economy coordinator.
- We may use the nomination forms and its accompanying notes to illustrate the new category framework and the nomination process
- Updated the Judges' Nomination Form, and the Judges' Evaluation Form to synchronise with the new categories.

APPENDIX

List of Category Descriptors

HEAD CATEGORY DESCRIPTORS

Head Category	Long Descriptor	Short Descriptor	Solution Categories
Consumer (HC-C)	For projects, products and services that targets or empowers consumer choice or engagement across all markets, including: Retail; Media; Entertainment; Arts and Culture; Gaming; Tourism; Banking, Insurance & Finance (retail); Real estate (retail). Consumer focused industries are fast moving and highly competitive. Digital innovation enables economic participants to respond rapidly to market requirements, bypassing limitations including, for example, production and logistics.	For projects that target consumers across all markets.	• Media & Entertainment • Tourism & Hospitality • Retail and Distribution • Banking, Insurance & Finance • Real estate • Games (students only) • Digital Marketing / Advertising
Inclusions & Community Services (HC-IC)	For projects, products and services that target niche markets in order to break down the barriers that prevent some members of the community from fully participating in (and contributing to) society. Innovations may be from: Urban, Rural and Remote Services; Indigenous services, eLearning & education; Health and Wellbeing; Sustainability and Environment; NGOs; Disability Sector; Sport.	For projects that target niche markets in order to break down the barriers that prevent some members of the community from fully participating in (and contributing to) society.	• Regional, Rural and Remote Services • Indigenous Services • Health and Wellbeing • Community Services • Sustainability and Environment • Education

HEAD CATEGORY DESCRIPTORS

Industrial (HC-I)	For solutions that deliver automation through the integration of systems, technologies and processes for the following sectors includes but not limited to: Agriculture; Mining; Oil & Gas; Energy; Manufacturing; Construction; Transport; Logistics; Utilities. Industrial activity is focussed on next generation improvement, supporting the development and competitiveness of the marketplace. Digital productivity is core to optimising processes, reducing costs and to developing new product offerings.	For solutions that deliver automation through the integration of systems, technologies and processes in the commodities sector.	• Manufacturing • Resources, Energy & Utilities • Agriculture • Engineering & Construction • Transport • Supply Chain Logistics • Sustainability & Environment
Business Services (HC-BS)	For solutions that drive and deliver business solutions with high levels of productivity and competitiveness. These may be solutions that deliver cross industry functions Innovations may be from: Banking; Finance; Legal; Accounting; Architecture; HR; Administrative Services & Professional Services sectors.	For solutions that drive businesses to function more productively and competitively.	• Finance & Accounting solutions (Fintech) • ICT Services solutions • Security solutions • Marketing solutions • Professional Services (legal, HR etc.) solutions

HEAD CATEGORY DESCRIPTORS

Public Sector and Government (HC-PSG)	For services the core value of which is to deliver the digitisation of citizen services and improve efficiencies in the machinery of government. Solutions will be developed by all levels of government or government in collaboration with industry partners. Only nominations from Government owned or controlled entities or Government led delivered can apply. This Award is presented for outstanding ICT innovation dedicated to delivering improved government service delivery or other Digital initiatives for the public.	For services that deliver the digitisation and improvement of citizen services and to improve efficiencies in the machinery of government.	• Government & Citizen Services • Digital Government

HEAD CATEGORY DESCRIPTORS

Junior Students (HC-S)

Category	Descriptor
Junior Students (HC-JS)	For the most outstanding Digital project undertaken by a student or group of students who are studying up to/including grade 9. Generally refers to ICT projects by students involved in formal education prior to entering a tertiary institution, for example a universi this category is generally aimed at secondary school student projects, entries from primary schools are not excluded, though it sl made clear to the primary school students that the same judging standards and criteria are applied equally to both primary and se school projects.
Senior Students (HC-SS)	For the most outstanding Digital project undertaken by a student or group of students who are in the last three years of secondary e before college or university. Generally refers to ICT projects by students involved in formal education prior to entering a tertiary institution, for example a universi this category is generally aimed at secondary school student projects, entries from primary schools are not excluded, though it sl made clear to the primary school students that the same judging standards and criteria are applied equally to both primary and se school projects.
Tertiary Student Project (HC-TSP)	This award recognises the most outstanding project undertaken by a tertiary (undergraduate) student or a group of students. Any Information and Communication Technology project or research performed by a student or a group of students who are regis active undergraduate students in a higher-learning institution, such as college or university during the APICTA Award competition 1 year period from his or her graduation date by providing proof of graduation certificate during delivery of the presentation.

CROSS CATEGORY & TECHNOLOGY AWARDS

- Each innovation entering in a Head category may also be eligible to receive a Technology award or a Cross Category award.
- These awards are granted based on information captured as part of the Head category entry process
- An innovation may not necessarily win a Head category award but may still be eligible to win a Cross Category and/or Technology award
- Cross Category awards will identify innovation excellence in
    - Start Up
    - Research and Development projects.
- Technology awards may change from year to year and recognise innovation initially in:
    - Big Data Analytics
    - Internet of Things
    - Artificial Intelligence

CROSS CATEGORY DESCRIPTORS

Cross Category	Long Descriptor	Short Descriptor
Research & Development Project of the Year (CC-RDP)	Any Information and Communication Technology research and development, conducted by academic, non-academic institutions, or individuals to create innovative products, processes, and services. Such innovations are incomplete and yet to be marketed even though their features and functionalities can be demonstrated.	For outstanding Digital Research & (including postgraduate tertiary student re
Start Up of the Year (CC-SU)	For outstanding innovation by a company in the start-up phase of development. The company will have developed an innovative and potentially superior ICT solution and the company itself is still considered at the early stage of inception. In order to be considered for this award, the following criteria must be met: • The company registration date with the Government's Company registration must not be more than three (3) years from the date of the APICTA competition; • The individual founder(s) of the company and/or the product developers must still be a major shareholder(s) of the company; and • The company must not be a subsidiary of an established parent company	For outstanding Digital innovation by a cc start-up phase of their development.

CROSS TECH CATEGORY DESCRIPTORS

Cross Category	Long Descriptor	Short Descriptor
Big Data Analytics Technology of the Year (CT-BDA)	Technology developed which utilises large volumes of data – both structured and unstructured that result in strategic analysis and better decisions. This may include advanced data analytics and unique algorithms. It must demonstrate that the datasets are large enough to necessitate high-level programming skill and statistically defensible methodologies in order to transform the data asset into something of value.	Technologies developed which utilises lar – both structured and unstructured – tha analysis and better business decisions.

CROSS TECH CATEGORY DESCRIPTORS

Internet of Things Technology of the Year (CT-IOT)	The use of IoT technologies for the inter-connectedness of physical devices to enable solutions to extract data or to create new information to improve efficiencies, accuracy and/or economic benefit and reduced human intervention. These include new methods to enable businesses, governments, and consumers to connect to their IoT devices, sensor technology and smart technology including remotes, dashboards, networks, gateways, analytics, data storage, and security.	The use of IoT technologies to create new data or to create new information to im accuracy and/or economic benefit and intervention
Artificial Intelligence Technology of the Year (CT-AI)	Artificial Intelligence (AI) is used to perform operations analogous to learning and decision making in humans. Examples may include expert systems, robotics, self learning or programs for the perception and recognition of shapes in computer vision systems. Typically, technologies should address central problems or goals of AI research include reasoning, knowledge, planning, learning, natural language processing (communication), perception and the ability to move and manipulate objects	For solutions which utilise Artificial Intellige perform operations analogous to learr making in humans