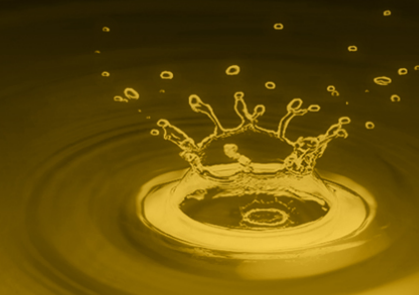


mfa awards 2016

CELEBRATING WORK THAT WORKS



THE 2016 mfa 5+ AWARD

The MFA 5+ Award is designed to reflect the purpose of the MFA 5+ program: to inspire, motivate and challenge the industry's 5+ community, with a particular focus on developing business skills.

As individuals or in teams of up to three people, entrants will be required to submit their response via the online entry portal, they can do so via written entry (max 1000 words), imagery (max 10 images), and/or footage (max 5 min) by Monday 15th August. As this is a challenge (and learning experience) for the 5+ community, we would encourage the team to engage a mentor/coach (from your company) early and throughout the process.

The shortlisted finalists will be asked to present in a pitch format on Thursday 8th September.

The MFA 5+ Award category brief is NOT a communication or media brief challenge. This year, we are asking entrants to develop a marketing strategy to address a key challenge of the Digital Transformation Office.

DIGITAL TRANSFORMATION OFFICE BACKGROUND

In May 2015, Malcolm Turnbull addressed the CeBIT e-government conference and announced that 'the key to our future prosperity is to be faster, leaner, more productive, more innovative and more collaborative. Above all to be more agile, to recognize that we are living in the most exciting, dynamic, disruptive time in human history, and that the volatility and unpredictability driven by technology and rapid change must be embraced not ignored.'

'Innovation is critical to our economic prosperity; the latest Australian Innovation System report showed that 42 per cent of domestic businesses that innovate account for around 70 per cent of the economy's employment, capital expenditure and business income, and more than 80 per cent of total internet income.'

He went on to say 'Government needs to embrace change and adapt in-line with the expectations of its customers. If it seeks to remain relevant to people's everyday lives then it must be flexible and nimble, capable of embracing new technologies to disrupt the way it delivers public services.'

THE DIGITAL TRANSFORMATION OFFICE

The Digital Transformation Office (DTO) was launched in July 2015 charged with delivering this vision *'to help make government information and services simpler, clearer and faster for Australians'*.

"The DTO may well be one of the most exciting projects the public sector ever undertakes."
Malcolm Turnbull May 2015.

Tasked with focusing on the customer, removing the siloed approach to government IT investment and service delivery, and working collaboratively with federal agencies, state and local governments as well as governments across the world. The DTO has the opportunity to make a huge difference to government services and the way Australians use them.

Some examples of legacy business model disruption and innovation are:

Brands: Airbnb and Uber

Industry: Hospitality, Retail, Travel and Publishing

Government: GCHQ UK and Government of Estonia

The DTO is modeled on the UK government's digital transformation GDS service.

THE CHALLENGE

One of the key challenges facing the DTO is that in order to deliver on their purpose of disrupting and innovating the government services model, they must work closely across government agencies. However they are seen as outsiders, a threat to current, more established risk adverse government agencies, and ways of doing things.

Politicians and bureaucrats don't staff the DTO. It employs developers, designers, researchers, content specialists and technology experts, who are committed and passionate to transform and innovate.

- What would be your marketing strategy to bring Malcolm Turnbull's digital transformation vision to life?

For example,

- Which services would you prioritise?
- How would you address the challenge of engaging across government agencies?
- How would you ensure that government agencies view the DTO as valued partners?

THE RESPONSE

Typically, a marketing strategy and plan is not the result of a set brief, but rather the output of the author's analysis and understanding of the market context, target audience, product offering, position and promotion.

Entrants, using their own research and public information are to develop a recommended marketing strategy for the DTO to deliver on the above challenge.

Entry submissions are restricted to a 1000 word limit, therefore it is important to ensure that your strategy is focused and single-minded. Responses should outline a recommendation on the program(s) that the DTO should undertake (focusing on product, promotion and position) in order to start delivering on the digital transformation vision and include:

Market Analysis: The key issues and opportunities – Provide an executive summary/view	5%
Marketing Objective(s): The 'jobs to be done' in order to achieve the overarching goal	10%
Target Audience: Definition and prioritization of key segment(s)	10%
Key Insight(s): Summary of the key insight(s) driving the strategic approach	20%
Strategic Approach: Outline of the strategic approach and key principles to be applied	25%
Marketing Plan: Initiatives to bring the strategy to life and deliver on the objectives	25%
Measurement: What does success look like and what are the measurement goals	5%

RESOURCES

Digital Transformation Office Website - <https://www.dto.gov.au>

Speeches by Malcolm Turnbull on innovation and transformation -
<http://www.malcolmturnbull.com.au/media/qantas-innovation-day>
 & <http://www.malcolmturnbull.com.au/media/speech-to-the-cebit-e-government-conference>

UK's GDS service: <https://gds.blog.gov.uk/about/>

There's been some recent negative publicity:
<https://www.crikey.com.au/2016/06/17/turnbulls-digital-transformation-office-has-not-fixed-mygov>

PwC 2015 Media Outlook Report – Innovation in Australia - <http://pwc-outlook.brightcove.com/detail/videos/recordings/video/4306395918001/pwc-entertainment-media-outlook-2015?autoStart=true>

DTO Why are we here? - <http://www.slideshare.net/DTO-slides/ceda-presentation>

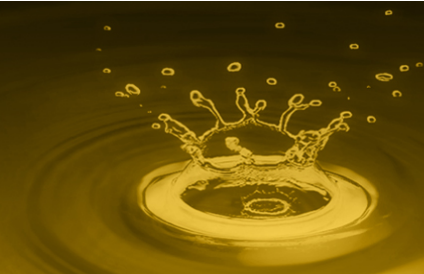
MFA 5+ - Thinking like an entrepreneur – Gus Ballbontin:
<https://www.youtube.com/watch?v=K4oj-MRcHT4>

More information:

Malcolm Turnbull media releases and speeches - ie National Innovation and Science Agenda announcement, Feature interviews with Paul Shetler - Government News, ABC Online

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THE 2016 mfa 5+ AWARD ENTRY RULES & CONDITIONS

- To be eligible to enter, entrants must have five or more years experience in the media and communications industry and be working at a MFA member agency at the time of the entry deadline (15th August 2016).
- Entries may be submitted either on an individual basis or as a team. Team entries are limited to a maximum of three people and all must work at the same agency at the time of entry deadline (15th August 2016).
- All entries must be completed online via <http://mediafederation.org.au/mfa-awards/2016-awards>
- Entrants are encouraged to seek a senior mentor figure from within their agency to assist them through the process.
- Entrants must have their media agency's approval prior to submitting.
- No company branding including reference to company name and/or logo, proprietary company tools or data is allowed.
- Entrants are encouraged to be creative with the format of their entry however, some restrictions apply;
 - Copy must not exceed 1000 words
 - Up to 10 jpeg, PDF or video files are allowed, each file must not exceed 10MB
 - Video files can also be hosted on a You Tube or Vimeo but must not exceed a total of 5 minutes of footage
- More than one entry may be submitted into the MFA 5+ category however each entry will incur a \$500 inc GST entry fee.
- Entries are due by 4pm 15th August 2016.
- Entry fees are non-refundable.
- The first round of judging will narrow the entry pool down to a shortlist of entrants who will then need to present their entry to a live panel in Sydney. Shortlisted entrants will have maximum 15 minutes for their presentation followed by 5 minutes of Q&A from the judging panel. The shortlisted entrants will be notified and briefed on the requirements late August 2016.

- Entrants that are shortlisted will need to be available for the full day on Thursday 8th September 2016. It is the entrants'/agency's responsibility to arrange their own travel and accommodation.
- Finalists selected from the live judging session will be notified late September and will each receive a complimentary ticket to the MFA Awards taking place on the 13th October 2016
- The decision of the judges will be final and no correspondence will be entered into.
- One trophy will be presented to the winner(s) on the night.
- The entrant grants the MFA permission to show the entries at The MFA Awards Presentation and within the winners supplement at such times as deemed appropriate.
- The entrant agrees that the MFA will not accept responsibility for errors or omissions reproduced in the Presentation or the Winners Supplement or for work lost or damaged under any circumstances.
- The MFA 5+ category is not eligible for the MFA Grand Prix Award.
- The successful entry that is deemed the winner will be awarded a \$5,000 incl GST business scholarship to be used to further develop their skills within the media and communications industry. For the purpose of this prize a business scholarship is considered to be; any mentoring, training courses, coaching and/or conferences relevant to the media and communications industry.
- Should a team entry win, the \$5,000 will be divided equally between each individual credited on the entry.
- Successful entrants wanting to redeem their prize must still be working within the media and communication industry. They will have 12 months to redeem their prize, which will be valid from January 2017 to December 2017.
- The entrant will need to submit their request for a course/conference in writing to the MFA a minimum of 1 month out from the course/conference start date in order to gain approval from the MFA.
- Once business scholarship approval has been granted, the entrant will need to secure their attendance. The MFA will reimburse the entrant/ agency for the agreed own registration amount upon presentation of a valid tax payment receipt.
- The brief and supportive information that is supplied is commercial in confidence and only to be used for the purpose of the MFA 5+ award entry submission and not to be shared or re-distributed for any purpose, other than with the written permission of the MFA.