The Design Strategy Award has specific criteria that evaluates how export focussed organisations use design as a strategic business tool throughout the value chain including business model design, integration leadership and culture.

Instructions

1. COMPLETE questions 1-10 below and save locally. Yellow highlight.
2. Go to the ONLINE SUBMISSION page for the Design Strategy Award.
3. Fill in the required business information first and then COPY and PASTE your answers to questions 1 to 10 from your ENTRY TEMPLATE into the corresponding numbers in the ONLINE SUBMISSION page. There is also provision within the ONLINE SUBMISSION to attach images and your logo.

|  |  |
| --- | --- |
| Business Name | Insert here. |
| Product or Service Name | Insert here. |
| Primary Contact | Insert here. |

Your answers to Questions 1 -5 will be displayed on the WEBSITE for public viewing

**Q 2. Design Challenge**

700 characters (0-100 words)

* Please provide a brief summary that clearly and succinctly describes the challenge that your Design Strategy is solving i.e. What was the design brief?
* The response you provide here will allow the Jury to better understand the problem/challenge.

**Q 3. Design Solution**

700 characters (0-100 words)

* Please describe how you arrived at the key elements of your Design Strategy, what they are and why?
* Your response will allow the Jury to better understand the design and development journey and how the end solution was achieved and why.

**Q 1. Entry Introduction**

350 characters (0-50 words).

* A brief description of your business, product or service

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| **ENTRY INTRODUCTION**      |
| **DESIGN CHALLENGE**      |
| **DESIGN SOLUTION**       |
| **DESIGN IMPACT**      |
| **OTHER KEY FEATURES**      |

**Q 4. Design Impact**

700 characters (0-100 words)

* Please describe how your Design-led Business Strategy is meeting or exceeding expectations for EXPORT and more broadly from a commercial, business, supplier, cultural, sustainability, circular economy and community perspective.

**Q 5. Other Key Features**

1400 characters (0-200 words)

Please highlight any other key features and/or any other information that may be relevant to your entry including;

* Feedback from export destinations.
* Any supporting information on your export performance, countries and local employment.
* What does your EXPORT SUCCESS mean for South Australia

The response you provide here will allow the Jury to better understand the key design features of your entry and how well it satisfies the Evaluation Criteria.

YOUR ANSWERS TO QUESTIONS 6 to 10 WILL BE VIEWED ONLY BY THE JURY PANEL AND ORGANIZERS.

**Q 7. Customer/Market Immersion**

700 characters (0-100 words)

* Does the organisation understand the needs and motivations of their customers beyond traditional market segmentation?
* Has the organisation immersed themselves beyond the world of their customer and gained empathy with all stakeholders in their business?
* Is the role of customer and market immersion and understanding organisation-wide, embedded in the culture of the organisation and formally supported throughout the business?
* Has the customer and market immersion activities resulted in a clear value proposition?

**Q 6. Clarity of Purpose**

700 characters (0-100 words)

* How does your organization have a clear purpose that is linked to a clear understanding of the market it operates in?
* Does everyone in the organisation can clearly state the core purpose of the business and that they have a sufficient understanding of the business strategy?
* How has the organisation created an environment where the staff are aligned to the vision of the organisation’s desired future?
* Is there clear alignment between the organisation’s products and services, its business model and the overall company strategy?

**Q 8. Disruption**

700 characters (0-100 words)

* Does the organisation continually respond to the changing needs and priorities of their customer and adjust their strategy and purpose accordingly?
* Has the organisation demonstrated that they continually challenge the status quo of the business and explore new opportunities through a process of reflection and reframing?
* Does the organisation have an innovative business model that looks beyond the current market and helps the business imagine new values, opportunities and entirely new directions?
* Is there evidence of systematic transition to a disruptive business model?

**Q 5. Other Key Features**

1400 characters (0-200 words)

* Please highlight any other key features and/or any other information that may be relevant to your entry.
* The response you provide here will allow the Jury to better understand the key design features of your entry and how well it satisfies the Evaluation Criteria.

**Q 4. Design Impact**

700 characters (0-100 words)

* The response you provide here will allow the Jury to better understand the overall impact from a commercial, export, business, cultural, social, environmental, circular economy and/or social perspective.

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| --- |
| **CLARITY of PURPOSE**      |
| **CUSTOMER & MARKET IMMERSION**      |
| **DISRUPTION**      |

|  |
| --- |
| **DESIGN LEADERSHIP**      |
| **BUSINESS MODEL**      |

**Q 9. Design Leadership**

700 characters (0-100 words)

* Is it evident that the organisation is design-led from the CEO down and is design part of the DNA of the organisation?
* Has the organisation cultivated a culture of leadership where everyone is inspired and influenced by the power of design to reframe problems and ensure alignment the company purpose?
* Is innovation in the organisation understood to be more than just an R&D activity and are the innovation programs in the business design-led?

**Q 10. Business Model**

700 characters (0-100 words)

* Is the organizations business model competitive and provides a degree level of innovation outside of technical competencies and product / service offerings offering?
* Has all elements of the business model been resolved and balanced to meet the firms purpose?

**CONGRATULATIONS, you’ve completed the draft.**

If you have any questions please email exportawards@business-sa.com or call Paul on 0414486087

Our website is [www.designforexportawards.com](http://www.designforexportawards.com)

Good Luck!