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ENGAGEMENT AUSTRALIA EXCELLENCE AWARDS 2020

Formerly known as the BHERT Awards

Applicant Guidelines



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**EXCELLENCE
AWARDS 2020**

PURPOSE

In 2020, Engagement Australia is proud to announce the launch of the inaugural Engagement Australia Excellence Awards. These awards extend the high-quality recognition provided by the former BHERT* Awards to identify and celebrate the most exciting and impactful engagement activities undertaken by Australian Universities.

AWARD CATEGORIES

Award for Excellence in Community Engagement

Recognising outstanding collaborations between communities, higher education and industry for societal benefit. Emphasis placed on partnerships that engage rural, regional, disadvantaged or marginalised groups within Australia.

Examples of eligible activities might include volunteer programs, knowledge sharing, integrated service learning, internships, placements and community outreach.

Entries in this category might consider the following in the application:

- **Demonstrated positive impact on the community:** What has been the societal benefit of the collaboration? What identified problem, opportunity or societal issue does it address? To what extent has this collaboration improved outcomes for the community, higher education and industry?
- **Collaborative approach:** How, and by whom, was this activity initiated? What role did each party play in identifying the challenge, determining goals and designing the program? What ongoing role do the parties play in this initiative? Have you encountered and overcome any obstacles in this relationship? Can you demonstrate any positive impact to the culture, attitudes, behaviour or values from the partnership? More broadly, how does your initiative contribute to collaborations between the relevant communities, higher education sector and industry?
- **Innovation:** What makes your activity innovative in concept, objective, approach, design, delivery or content? Has the collaboration produced any unexpected benefits for the partners?
- **Demonstrated mutual benefits:** What societal benefits has each partner derived from your initiative, and on what scale? To what extent has it successfully addressed the core problem or challenge faced by the community, higher education or industry partner? What tangible benefits has the participating Higher Education institution enjoyed? Has the initiative grown and/or attracted new participants since its inception? Has the initiative resulted in any further collaboration on other matters?
- **Sustainability and scalability:** How will the initiative find sufficient resources to continue running in the longer term? Are the relevant communities committed to sustaining the initiative into the future? Is the initiative scalable and potentially applicable to other relevant communities, institutions or industry? Does it have the potential to significantly promote and elevate community engagement in the Higher Education sector as a whole?

Award for Excellence in Community Engagement: Closing the Gap

Recognising outstanding collaborations between communities, higher education and industry that directly reduce disadvantage among Aboriginal and Torres Strait Islander peoples.

Entries in this category might consider the following in the application:

- **Demonstrated positive impact on participating Aboriginal and Torres Strait Islander peoples:** To what extent has this initiative directly reduced Aboriginal and Torres Strait Islander people's disadvantage? How can you evidence this? To what extent has it successfully addressed an identified problem or challenge, and on what scale? Can you show a clear trend of improved outcomes in the period since the initiative began? Has the initiative grown and/or attracted new participants since its inception? Can you demonstrate a further impact on the culture, attitudes, behaviour or values of participants?
- **Collaborative approach:** How, and by whom, was this collaboration initiated? What role did each party play in identifying the challenge, determining goals and designing the program? What ongoing role do the parties play in this initiative? Have you encountered and overcome any obstacles in this relationship? Can you demonstrate any positive impact to the culture, attitudes, behaviour or values from the partnership? More broadly, how does your initiative contribute to collaborations between the relevant communities, higher education sector and industry?
- **Sustainability and scalability:** How will the initiative find sufficient resources to continue running in the longer term? Are the relevant communities committed to sustaining the initiative into the future? Is the initiative scalable and potentially applicable to other relevant communities, institutions or industry? Does it have the potential to significantly promote and elevate community engagement in the Higher Education sector as a whole?

Award for Excellence in Industry Engagement

Recognising outstanding contributions to enhancing the quality of learning and teaching in higher education by members of tertiary education institutions, community and industry partners.

Entries in this category might consider the following in the application:

- **Demonstrated positive impact on the quality of learning and teaching:** To what extent has this initiative enhanced the quality of learning and teaching in the higher education institution? What identified problem, opportunity or societal issue does it address? How many students have benefited? What has been the societal benefit of the initiative?
- **Institutional support:** How well does your initiative connect with your institution's larger community and industry engagement strategy, and has your institution demonstrated commitment to this initiative by supporting it either financially, in kind, or through policy and recognition of its value?
- **Value for investment:** How do the outcomes of your initiative to enhance quality of learning and teaching compare to the investment of resources, time and effort required to deliver and maintain it?
- **Reciprocal understanding:** How, and by whom, was this program initiated? How did you discover and define the problem or challenge that higher education or industry was seeking to address? What is the driving motivation for each partner, and what other important factors and influences have you had to take into consideration in structuring the relationship/initiative? Have you encountered and overcome any obstacles in the relationship? What does each partner contribute, and has their involvement/investment increased since the relationship began? Can you demonstrate a positive impact on the culture, attitudes, behaviour or values of all partners? More broadly, how does it contribute to better understanding and a more productive dialogue between industry and the Higher Education sector?

Award for Outstanding Engagement for Research Impact

Recognising excellence in research and development activity, that makes a substantial difference to the community, or Australian prosperity, undertaken jointly by researchers in tertiary education institutes and partners in the community, business and industry.

Entries in this category might consider the following in the application:

- **Demonstrated substantial difference on the community or Australian prosperity:** To what extent has this R&D initiative improved the lives or prospects of community members? What identified problem, opportunity or societal issue does it address? More broadly, how does your initiative contribute to a more equitable society?
- **Collaborative approach:** How, and by whom, was this initiative initiated? What role did the tertiary education institutes play in identifying the challenge, determining goals and designing the program? What ongoing role do community, business and industry members play in this initiative? Have you encountered and overcome any obstacles in this relationship? Can you demonstrate any positive impact to the culture, attitudes, behaviour or values from the partnership? More broadly, how does your initiative contribute to collaborations between the higher education sector and partners in the community, business and industry?
- **Innovation:** How is your partnership innovative in concept, objective, approach, design, delivery or content? Has the collaboration produced something new, unexpected, or resulted in the development of a new way for the parties to work together?
- **Institutional support:** How well does your initiative connect with your institution's larger public research and development strategy, and has your institution demonstrated commitment to this initiative by supporting it either financially, in kind, or through policy and recognition of its value?
- **Demonstrated mutual benefits:** What financial, educational, social, environmental or other benefits has each party derived from your initiative, and on what scale? To what extent has it successfully addressed the core problem or challenge faced by the industry partner? What particular benefits has the participating Higher Education institution enjoyed? Has the initiative grown and/or attracted new participants since its inception? Has the initiative resulted in any further collaboration on other matters?

* The BHERT Awards were established in 1998 to recognise outstanding achievement in collaboration between business and higher education in the fields of research and development, and education and training. The BHERT Awards transferred to the auspice of Engagement Australia in 2019. The Engagement Australia Awards draw on the achievements of the BHERT, with a renewed emphasis on acknowledging outstanding achievements in engagement and collaboration between tertiary education institutions and communities and industry.

Award for Excellence in Student Engagement

Recognising outstanding contributions that improve student engagement on campus, with industry and/or in community.

Entries in this category might consider the following in the application:

- **Demonstrated positive impact on students:** To what extent has this initiative fostered civic values, enhanced learning, built valuable skills, or contributed to a new outlook amongst the participating students? How can you evidence this? Has student engagement in the initiative increased since its inception? Do students play a significant role in designing and leading the initiative as well as delivering it? To what extent, and on what scale, has your initiative increased participation and retention rates, educational outcomes, or employment opportunities within its target non-traditional or disadvantaged community? To what extent has it successfully addressed an identified problem or challenge, and on what scale? Can you show a clear trend of improved outcomes in the period since the initiative began? Has the initiative grown and/or attracted new participants since its inception? Can you demonstrate a further impact on the culture, attitudes, behaviour or values of students, staff, employers or the institution? More broadly, how does your initiative contribute to a more equitable society?
- **Institutional support:** How well does your initiative connect with your institution's larger public engagement strategy, and has your institution demonstrated commitment to this initiative by supporting it either financially, in kind, or through policy and recognition of its value?
- **Value for investment:** How do the outcomes of your initiative for students, industry and/or the community compare to the investment of resources, time and effort required to deliver and maintain it?
- **Sustainability and scalability:** How will the initiative find sufficient resources to continue running in the longer term? Are the relevant industries and/or communities committed to sustaining the initiative into the future? Is the initiative scalable and potentially applicable to other relevant communities, institutions or industry? Does it have the potential to significantly promote and elevate community engagement in the Higher Education sector as a whole?
- **Reciprocal understanding:** How, and by whom, was this initiative initiated? How did you discover and define the problem or challenge that limited student engagement on campus? What is the driving motivation for each partner, and what other important factors and influences have you had to take into consideration in structuring the relationship/initiative? Have you encountered and overcome any obstacles in the relationship? What does each partner contribute, and has their involvement/investment increased since the relationship began? Can you demonstrate a positive impact on the culture, attitudes, behaviour or values of both parties? More broadly, how does it contribute to better understanding and a more productive dialogue between community, industry and the Higher Education sector?

Award for Excellence in Alumni Engagement

Recognising outstanding contributions to enhancing the quality alumni engagement and support in higher education.

Entries in this category might consider the following in the application:

- **Demonstrated positive impact on the alumni community:** To what extent has this initiative enhanced the quality of alumni engagement and support in higher education? What identified problem, opportunity or societal issue does it address? How many alumni members have benefited? What has been the institutional benefit of the initiative? More broadly, has your initiative contributed to enhancing current student engagement with the alumni or institution community?
- **Innovation:** How is your engagement initiative innovative in concept, objective, approach, design, delivery or content? Has the initiative produced something new, unexpected or resulted in the development of a new way for the parties to work together?
- **Institutional support:** How well does your initiative connect with your institution's larger public engagement strategy, and has your institution demonstrated commitment to this initiative by supporting it either financially, in kind, or through policy and recognition of its value?
- **Value for investment:** How do the outcomes of your initiative for the alumni and university community compare to the investment of resources, time and effort required to deliver and maintain it?
- **Demonstrated mutual benefits:** What financial, educational, social, environmental or other benefits has each party derived from your initiative, and on what scale? To what extent has it successfully addressed the core problem or challenge faced by the alumni community? What particular benefits has the participating Higher Education institution enjoyed? Has the initiative grown and/or attracted new participants since its inception? Has the initiative resulted in any further collaboration on other matters?

Award for Outstanding Leadership in Engagement

Recognising an individual who has made notable contributions to engagement above and beyond that expected for their role, resulting in sustained and impactful partnerships.

Entries in this category might consider the following in the application:

- **Leadership qualities:** Why do you think your candidate is worthy of this nomination? What leadership qualities do they possess that differentiates them from their peers and colleagues. How do these qualities manifest themselves?
- **Demonstrated positive impact:** What demonstrable and measurable contributions has your leader had in your institution and the wider community?
- **Leader as a role model:** Does your candidate possess attributes that inspire others to emulate? Can you demonstrate the high-regard and respect this nomination has achieved?

WHO CAN APPLY?

Eligibility guidelines for the Engagement Australia Awards:

- Any collaborative programs or projects involving one or more tertiary education institutions, and one or more industry, community or government partners.
- The roles of each party in the collaborative process must be clearly outlined.
- Industry partners can be publicly or privately-owned companies, while federal, state and government departments, statutory authorities, industry associations, unions, not-for-profits and recognised community organisations can be included as partners.
- In addition to universities, tertiary education institutions may also include business schools or accredited higher education programmes.
- Non-winning projects can be resubmitted in subsequent years however winning projects are not eligible for an Engagement Australia Award in subsequent years.
- Applications are eligible if there is evidence of a genuine collaboration underpinning their work and if the project produced impactful results.
- Applicants may submit multiple applications per award category.

Applications which do not meet the above requirements will be deemed ineligible and will not proceed to judging.

WHEN TO APPLY?

Key application dates can be found on the Engagement Australia website.

HOW TO APPLY?

Institutions are required to be put forward a submission, including the evidence of the impact. To be eligible for consideration, the submission must be submitted through the online portal managed by eAwards and include a complete application.

WHAT SHOULD BE INCLUDED IN THE APPLICATION?

To be eligible your submission must include a complete application comprised of the following sections:

Application – 2000 words maximum

Overview – 500 words

Provide an overview of the collaboration describing the project or program, including year of inception and timeframe of the program. Articulate the problem or opportunity being addressed. Describe the objectives of the program, and how collaborating partners were selected, or how partnerships were formed.

Significance - 300 words

Outline any new approaches that were taken within the collaborative partnership, to meet the unique circumstances of the program. Describe any challenges that were surmounted by employing this innovative approach. Detail how your program may differ from others in the same field.

Outcomes and impact – 600 words

According to the category you are applying for, describe the outcomes achieved via the collaborative program. These might be economic, financial, social, educational, environmental or community benefits. In addition to the considerations outlined for each category above, you might also like to consider including the below tangible measures of outcomes and impact:

- **Community Engagement:** Provide figures for tangible outcomes where applicable such as community groups to directly benefit and their approximate numbers, growth projected in jobs created, local, State or nation-wide positive outcomes, or informative material created and its outreach etc.
- **Research Impact:** Provide figures for tangible outcomes such as sales revenue, product numbers, investment attracted, industry growth rates projected, jobs or new companies created, new products or services. Also include any other expected benefits from developed technology or products.
- **Student and Alumni Engagement:** Provide figures for tangible outcomes such as number of student enrolments and graduations, active alumni, internships or WIL learning placements, employment outcomes, PhD candidacies, national outcomes in terms of closing-the-gap or gender balances or improved rates for STEM participation, etc. Please also note if marginalised groups have been included in outcomes.
- **National (Non-Economic) Benefit:** Describe the non-economic benefits of your project, such as environmental, cultural, and social benefits. Indicate which problems or opportunities were addressed, and whether the Program played a leading or major role; also indicate longer-lasting implications. Where possible in these areas, indicate what might have happened if the program had not been undertaken.

Detail of partnerships, level of engagement and sustainability – 600 words

Provide information about your collaborative partners and a description of the partnership. The considerations outlined under each category above may be useful for the types of information to include in this section.

Supporting evidence – links to websites etc – 1 page maximum

Include any further comments or promotional material you feel will highlight the objectives and the outcomes of the program.

Two Letters of recommendation from Institution and partner (industry, community, government etc) – 1 page maximum each

Please provide two signed letters of support. One letter should be from a participating industry or community partner; and one letter of endorsement from your institution. Each should be on official letterhead. Suitable signatories would be CEOs, upper level management, Vice-Chancellors, Deans or Heads of Departments. The letters should address any other special outcomes or stand-out features of the collaboration and be limited to one page.

WHEN WILL WINNERS BE ANNOUNCED?

Award recipients will be announced at the Engagement Australia Awards dinner held in conjunction with the Engagement Australia Annual Symposium.

HOW WILL APPLICATIONS BE ASSESSED?

The application process is as follows:

- Application prepared and submitted.
- Application processed by Engagement Australia to ensure eligibility.
- Application assessed against the following assessment criteria by a single judging panel comprising representatives from industry, higher education and community. Expert referees may be co-opted to the Panel depending on the content specialisations in the applications.
- Shortlist and winners finalised by the judging panel.
- Shortlisted applicants notified in late-August, with winners announced at the Engagement Australia Annual Symposium dinner.

All applications will be competitively assessed on the merits of the application and how it reflects the award category.

Due to the volume of applications received, applications are assessed based on the documentation provided at the time of submission. Engagement Australia is unlikely to follow up missing documentation after applications have been submitted.

Applications meeting the eligibility guidelines will be assessed on the following basis:

CRITERIA	SCORING GUIDELINES
Significance	In a high performing initiative, the judging panel would expect to see a clear explanation of the innovation central to the program. This should note the originality of the solution, cite evidence of the program's leadership in its field (if possible) and differentiation from a program's competitors.
Outcomes & Impact: Realised Benefits	Applications should note clear outcomes with tangible results demonstrating the achievement of goals. Results should be of a scale proportionate to the problem addressed by the initiative. Funding attracted for research, papers produced, or conference presentations are indicators of profile and activity, but are not considered tangible outcomes of an initiative.
Outcomes & Impact: Importance & Potential	Assess the significance of the problem addressed by the initiative and the extent to which the collaboration reduces this burden or enhances this opportunity. Consider the scalability, translatability and future direction of the initiative i.e. national impact, or extension into other fields or applications.
Collaborative Partners: Strength of relationship and level of engagement	High performing applications will be able to demonstrate the longevity of their partnership, and active and enthusiastic involvement by the partners. The judging panel will also look for depth and breadth to the collaborative activities, i.e. new activities in fields not originally envisaged; and engagement methods that have been instrumental in achieving outcomes.
Collaborative Partners: Sustainability of Partnership	Look for confirmation that the relationship has the capacity to endure and grow beyond the initial mandate, or to persevere through significant changes in the external environment, or in the businesses and personnel of the participants. This includes the attraction of new partners, or the establishment of permanent organisation structures.

Please be sure to address all criteria and provide as much evidence as possible on each, across all sections of your application. Please also clearly note the scope, scale, and timeframe of your initiative.

ENQUIRIES:

For all enquiries please contact the Engagement Australia team at admin@engagementaustralia.org.au



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Leading The Engagement Agenda

Engagement Australia champions the unique role universities have with society to address contemporary global challenges and trends through teaching, learning, research and partnerships.

We do this by:

- Providing and inspiring leadership;
- Developing capacity and future leaders;
- Enabling peer-learning;
- Providing practical tools and tips; and
- Providing a platform for collaboration and knowledge creation.

Engagement Australia supports the wider contextual standard definition of community engagement, previously developed by the US-based Carnegie Foundation for the Advancement of Teaching, which has succeeded in codifying the core characteristics and principles of community engagement. It defines Community engagement as a method of teaching, learning and research that describes interactions between universities and their communities (business, industry, government, NGOs, and other groups) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

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