Judging Criteria

Winning submissions will be determined by the following judging criteria, each of which will be scored on a scale of 100:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creativity</td>
<td>Focuses on innovation, creativity and originality of the proposal idea with clarity description, usability, design, and intuitiveness. Also incorporates diversity and inclusion</td>
<td>10 %</td>
</tr>
<tr>
<td>Problems/Opportunity</td>
<td>Directly support the Australian Urban/Regional Planning goals. Contribute to open derivatives and/or open algorithms.</td>
<td>20 %</td>
</tr>
<tr>
<td>Solutions</td>
<td>Includes the extent to which you effectively used or incorporated Licensed Content and the methodologies you applied. Uniqueness, quality, user experience and market validation of solution. Commercial Viability.</td>
<td>35 %</td>
</tr>
<tr>
<td>Competitive Advantage</td>
<td>Includes the extent to which the value provided to the user is realistically achievable with existing technologies within the near term; not vague or overly complex to the user, or reliant on a technology that is not yet on the market. Includes innovative use of AI, machine learning technologies, analytics and high-resolution imagery.</td>
<td>35 %</td>
</tr>
</tbody>
</table>

Judges

Reece Biddiscombe  
Director of Earth Observation  
Australian Space Agency

Peter Hayes AM  
Chair, Almond Board of Australia  
Principal, VitiVini

Dr Renee Bartolo  
Landscape Ecologist and Chief  
Remote Pilot at Department of  
Agriculture, Water and the  
Environment

Martin Duursma  
Partner at Main  
Sequence Ventures

Dr Petra Helmholz  
Senior Lecturer of Photogrammetry  
at Curtin University

A/Prof Chris Bellman, Associate Professor at RMIT University

Prof Andrew Robson  
Director, Applied  
Agricultural Remote  
Sensing Centre  
University of New England