

## HATCH: Taronga Accelerator Program Application Guide

This guide provides a copy of the application questions to enable you to consider and prepare your answers. All applications must be completed and submitted via the online application form by **5pm Tuesday 24 March 2020**.

Answers are required for all questions unless noted otherwise. If you are completing the application form on behalf of a team, please ensure you have all the required information about all team members.

The form can be completed in multiple sittings – when in the form select ‘Save’. You can then copy the weblink or enter your email address to receive the link to the form. This will enable you to return to the form at a later time to complete it. You can do this multiple times as needed until the closing date.

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### Section 1: Primary Info

This section is to capture details of the lead applicant and the number of members of your team.

- Applicant Full Name (*Lead applicant if applying on behalf of a team*)
- Preferred Name (*answer not mandatory*)
- Email Address
- Phone Number
- How many people are in your application team? (*Maximum 5 people per team*)

### Section 2: Applicant Info

This section captures more information about the lead applicant and the other team members.

- Location of Residence (*City/Town and State*)
- Australian Citizenship/Residency Status
  - Australian Citizen
  - Permanent Resident
- Gender
  - Male
  - Female
  - Non-Binary
  - Prefer not to answer
- Are you of Aboriginal or Torres Strait origin?
  - Yes
  - No
  - Prefer not to answer
- LinkedIn Profile URL
- Other languages spoken (*answer not mandatory*)

If you are completing the application on behalf of a team, the form will prompt you to complete the questions in Section 1 and Section 2 for each of the team members.

### Section 3: Your Brilliant Initiative

- How long have you/your team been working on your initiative?
  - 0-3 months
  - 3-6 months
  - 6-9 months
  - 1 year
  - 1-2 years
  - 2+ years
- What stage/s of development have you completed so far? Select all that apply.
  - Research of the target issue your initiative aims to address
  - Market research to understand existing initiatives/approaches to address the target issue
  - Development of potential idea/s to address the target issue
  - Testing/prototyping of your initiative
  - Validation of your initiative
  - Development of full product/solution/campaign
  - Deployment of full product/solution/campaign
- Are you currently established as an organisation?
  - No organisation established
  - Yes, a not-for-profit organisation (provide organisation name and DGR #/status)
  - Yes, a social enterprise (provide organisation name and ABN #)
  - Other (please specify)
- Briefly describe the environmental or conservation issue your initiative is planning to address? *Please keep to 300 words or less.*
- Describe your initiative and how it will address the identified issue, including target market/audience? *Please keep to 300 words or less.*
- How will your initiative be funded? *Please keep to 300 words or less.*
- How will your initiative deliver benefits within Australia? *Please keep to 300 words or less.*
- How is your initiative an innovative, new or creative way of addressing the environmental or conservation issue? *Please keep to 300 words or less.*
- Which Sustainable Development Goals (SDGs) does your initiative support, and how does it support them? *Please keep to 300 words or less.*
- How will your initiative support Taronga's 360 approach to conservation that focuses on wildlife, habitats and communities? *Please keep to 300 words or less.*
- What qualities and experience make you/your team well placed to be successful in your initiative? *Please keep to 300 words or less.*
- Why do you want to participate in this program, and what do you hope to get out of it? *Please keep to 300 words or less.*

#### Section 4: HATCH Program Dates and Supporting Video

- Please review the HATCH program dates (outlined on the HATCH webpage) and select the answer below. Please note that the program dates are fixed, and full attendance is expected. If you are unavailable for any of the dates, please advise here and we will consider this in relation to your application.
  - I confirm I am/we are available for all program dates
  - I am/we are unavailable for the program dates noted below. I confirm I am/we are available for the remainder of the program dates
    - Please specify all dates for which you are unavailable

#### Supporting Video

The purpose of the video is to introduce yourself/selves and give the judges a feel for your personality and passion. The video should be two (2) minutes maximum – please adhere to this time limit. In the video please:

- Briefly introduce yourself/selves and your initiative.
- Briefly explain why you are passionate about the issue you have chosen to address.

Upload your video to YouTube or a similar platform and include the link and password (if required) below.

- Please provide the hyperlink to access your supporting video
- Please provide the password to access your supporting video (if required) (*answer not mandatory*)
- Please provide links to any social media channels you have set up for your initiative (*answer not mandatory*)
- How did you hear about the HATCH: Taronga Accelerator Program?
  - Internet search
  - LinkedIn
  - Twitter
  - Facebook
  - Instagram
  - Taronga e-newsletter
  - Social Change Central
  - Other organisation newsletter / mail out
    - If yes, which organisation?
  - News / mainstream publicity (TV, radio, newspaper, other)
    - Taronga staff member – Please advise staff member's name
    - Other – Please specify

#### Confirmation

- I understand that Taronga Conservation Society Australia will treat the information I have provided as strictly confidential.
- I confirm that the information I have provided is correct.
- I confirm that I am/all team members are 18 years and over.

## Selection Criteria Overview

Applications will be reviewed by the HATCH program team. Shortlisted applicants will be asked to provide further information about their initiative and required to undertake an interview.

Applications will be evaluated based on the following criteria:

### Eligibility Criteria

- **Applicant Group Size** – Applicants can be individuals or teams of up to a maximum of five (5) people.
- **Applicant Citizenship/Residency** – All applicants must be Australian citizens or permanent residents.
- **Applicant Location** – Applicants/applicant organisations must be located within Australia.
- **Applicant Status** – Applicants/applicant organisations must be
  - Not an established organisation, or
  - A not-for-profit organisation, or
  - A social enterprise.
- **Initiative Focus on Australia** – The initiative must be targeted to deliver benefits within Australia.
- **Organisation Size** – If applying as an organisation, the organisation will likely have an annual revenue of less than \$150,000.

### Assessment Criteria

- **Environmental or Conservation Issue** – Does the initiative practically address a current environmental or conservation issue?
- **Innovation** – Does the initiative demonstrate an innovative, new or creative way of addressing the environmental or conservation issue?
- **Scope of Impact** – What is the initiative's potential scope of impact (local/state/multi-state/national)?
- **Positive Tangible Outcomes** – How likely is it that the targeted action will create a positive tangible environmental outcome?
- **Sustainable Development Goals (SDGs)** – How does the initiative support one or more relevant SDGs?
- **Taronga's 360 Approach to Conservation** – How does the initiative support Taronga's 360 approach to conservation that focuses on wildlife, habitats and communities? (The initiative must directly impact at least one (1) of the three (3) areas, and directly or indirectly impact on the other two (2) areas)
- **Scalable / Mainstream** – Does the idea have potential to scale up and/or for mainstream uptake?
- **Entrepreneurship** – Does the individual/team demonstrate qualities and/or experience to show they are the right person/people to bring their initiative to life?
- **Alignment to the HATCH program** – Is/are the applicant/s aligned to the HATCH: Taronga Accelerator Program goals and requirements?