

DIGITAL INNOVATOR OF THE YEAR

AWARD SUMMARY

Recognises an individual or team who has transformed financial advice/financial services through the application of digital technologies that improve access, personalisation, and efficiency.

ELIGIBILITY

Open to professionals or firms delivering or supporting digital financial advice/services in Australia during the 2024 calendar year. Candidates can self-nominate or be nominated.

ASSESSMENT CRITERIA

- **Digital Innovation:** Detail the technology or digital platform developed or utilised, and how it has reshaped the delivery of advice/services
- **Client Accessibility and Experience:** Explain how the digital solution has improved client accessibility, engagement, or outcomes.
- **Operational Impact:** Provide evidence of efficiencies gained, reduced overheads, or streamlined compliance.
- **Scalability and Influence:** Demonstrate the capacity for wider adoption across the industry and any evidence of market influence.

BUSINESS METRICS

1/1/2023 – 31/12/2023

1/1/2024 – 31/12/2024, including:

- Number of users or clients using digital advice/service
- Cost-to-serve reduction or efficiency improvement metrics
- Growth in digital advice revenue or adoption rate

