

JOONDALUP INNOVATION CHALLENGE



FINAL REPORT

CREATED BY
FRANK (franked.io)

DATE
September 2024



INTRODUCTION

JOONDALUP INNOVATION CHALLENGE



I. Description

JOONDALUP INNOVATION CHALLENGE (JIC) 2024 was a hybrid program co-created with City of Joondalup. It brought together University of Western Australia, Edith Cowan University, North Metro TAFE, National Institute of Technology and Australian Institute of Workplace Training. Sponsors for 2024 were Study Perth, Redi Software CCAT, NCAT and Career Success Australia.

JIC was project managed and delivered by franked.io. Planning commenced in June 2024 with JIC taking place between 2nd - 12th September 2024.

This report summarises the evaluation findings from JIC. The program website can be found at <https://joondalupinnovation.com.au/>

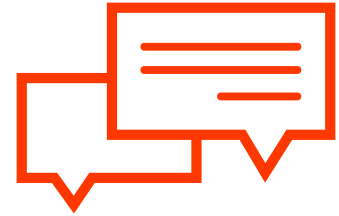
II. Objectives

The program objectives were to enable local and international students to;

- **Develop Entrepreneurial Thinking;** to become a graduate who is creative, resilient, emotionally intelligent and agile
- **Get Networked;** meet local and international students from other educational organisations, build friendships and professional networks
- **Fast Track their Way to Success;** learn leadership and innovation skills solving 'real-world' problems in Joondalup, and
- **Be a Problem Solver;** learn critical thinking, teamwork and communication skills

OUTCOMES

JOONDALUP INNOVATION CHALLENGE



I. Outcomes for Educational Partners

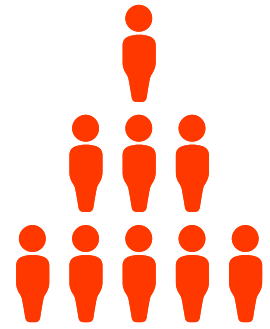
- JIC provides an opportunity for collaboration and learning across educational institutions
- This program is an unique and innovative extracurricular offering students a Work-Integrated-Learning opportunity, which has the potential to be recognised on AHEGS certification in future years
- This program targets key needs of international students, including building employability skills and combating the problem of social isolation

II. Outcomes for Students

- JIC enables local and international students to build key **employability skills such as communication and teamwork as well as entrepreneurial and innovative thinking by solving real-world problems**
- It enables students to meet peers from their own and other educational organisations, and to build friendships and professional networks
- It enables students to become graduates who are creative, resilient, emotionally intelligent and technologically literate

PARTNERS

SNAPSHOT FROM 2024 PROGRAM



I. Higher Education Partners

JIC 2024 included students from:

- Edith Cowan University (ECU)
- University of Western Australia (UWA)
- North Metropolitan TAFE
- Australian Institute of Workplace Technology
- National Institute of Technology

II. Sponsors & Partners

- City of Joondalup (Program co-creator)
- StudyPerth
- Redi Software
- National Transport Research Organisation (NTRO)
- Centre for Connected and Automated Transport (CCAT)
- Career Success Australia



PROGRAM

INFORMATION



Final numbers



72 students registered for JIC, 9 teams formed



2 facilitators



9 business mentors

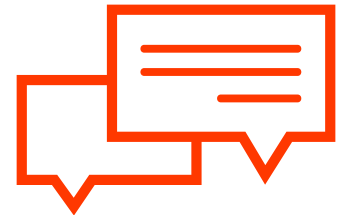


5 guest presenters and speakers during the program from City of Joondalup, Redi Software, NTRO, ECU & Career Success Australia



THEMES

PROBLEM STATEMENTS



I. JIC Challenge Themes

THEME 1: Sustainability and climate management

Submitted by: UWA Grand Challenges

1. Circular Economy: What strategies can Joondalup adopt to transition towards a circular economy and reduce waste through recycling and reuse? (United Nations Sustainable Development Goal 12: Responsible Consumption and Production)
2. Climate Action: How can the community be engaged in climate action initiatives to reduce their carbon footprints? (United Nations Sustainable Development Goal 13: Climate Action)

THEME 2: Transforming Joondalup into a Vibrant University Town

Sponsored by: City of Joondalup

1. How can the City of Joondalup collaborate with educational institutions and local businesses to create more opportunities for student engagement and community involvement, breaking down barriers between the campus and the city centre?
2. What innovative programs or initiatives can be developed to strengthen the connection between Joondalup's educational institutions and the broader community, making the city a hub for learning, culture, and innovation?

Theme 3: Future Transport in Joondalup

Sponsored by: NTRO and CCAT

1. Community Acceptance: How can we engage and win over the community to support the adoption of smart mobility solutions in Joondalup, ensuring they are active participants in the journey towards a more connected and innovative transport future?
2. Data and AI : How can we leverage the current AI tools such as ChatGPT and Co-Pilot to predict upcoming congestion and potential traffic incidents? How could these predictive capabilities benefit the community?

CONTRIBUTIONS

KEY STAKEHOLDERS



I. Key Stakeholder Contributions

To support the students taking part in JIC, the following stakeholders were involved;

- **City of Joondalup**; Co-created the program and provided a seed grant for JIC. City of Joondalup contributed to the development of the Challenge themes which were aligned with the Economic Priorities of Council.
- **City of Joondalup** nominated Cr Adrian Hill, Deputy Mayor to open both the JIC Orientation and pitch event. Danielle Bowler, Environmental Development Coordinator was nominated as a judge for the final pitch event.
- **StudyPerth** Provided a grant for JIC, also nominated Christopher Ruffler, Careers Connect Manager as a judge for the final pitch event.
- **franked.io** Project managed and delivered JIC, developed all marketing collateral, as well as updated and maintained the JIC website (<https://joondalupinnovation.com.au/>). Provided the 3rd place prize of a Professional Branding masterclass and provided 3 x \$150 vouchers for student prizes throughout the program.
- **5 Educational Partners**; Recruited and selected students for JIC and paid a fixed fee-per-student for participation. ECU provided the venue for the JIC Orientation and the JIC pitch event.
- **Sponsors** Redi Software, NTRO, CCAT and Career Success Australia



REDI
SOFTWARE



CENTRE FOR
CONNECTED
& AUTOMATED
TRANSPORT



CAREER SUCCESS
AUSTRALIA



North
Metropolitan



PRIZES

SPONSORSHIP INFORMATION



I. JIC Prizes

FIRST PRIZE: Afternoon Tea with the Mayor of Joondalup, Hon. Mayor Albert Jacob

The City of Joondalup is honoured to host a special afternoon tea with the Mayor, Hon. Albert Jacob, for the winning team of the Joondalup Innovation Challenge. This exclusive event offers a unique opportunity for the winning team to present their innovative pitch to the Mayor, key stakeholders, Local MLAs, and the City's Economic Development Team.

SECOND PRIZE: Morning with the CEO

The second place team were awarded a Morning with a CEO. The students will spend the morning with Daniel Foster, CEO of RediSoftware. During this time they will cover key topics such as recruitment and job hunting, gaining insights into what businesses look for beyond grades, and how to stand out as a candidate. They would also discuss industry trends, challenges, and innovation, while exploring the CEO's career path and receiving personalised advice for shaping their own career.

THIRD PRIZE: Professional Branding Masterclass - Be the CEO of your Career

Participate in an engaging Professional Brand: Be the CEO of your Career personalised session where they will learn how to market themselves to potential employers and recruiters. A franked.io facilitator will guide this session with the team and help them become career confident and excited about how to capitalise on all their JIC learnings.

MOST ENGAGED STUDENTS: Ticket to Smart City Connect

5 Most Engaged Students were awarded a ticket to Smart City Connect on 17th September, exploring the topic "The Transport Infrastructure of the Future".

Students were met by representatives from NTRO and City of Joondalup and attended the Smart City Connect event hosted by Main Roads WA, City of Joondalup and NTRO.

SPOT PRIZES: 2 x \$150 Amazon vouchers

Two students were awarded a \$150 voucher during each JIC summit for having the courage to speak openly and honestly in front of their peers.

LINKEDIN POST PRIZE: \$150 Amazon Voucher

One student was awarded a \$150 voucher for making meaningful posts on LinkedIn tagging #JIC2024 and #frank. Using the platform to expand their network and leverage their JIC experience.

KEY ACTIVITIES

DETAILED BREAKDOWN



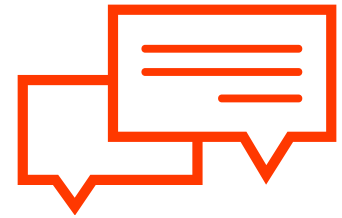
I. Key Activities

JIC was an intensive 1.5 week long program which consisted of a combination of design thinking, human-centered design, lean start-up workshops and TEDx-style keynote speaking opportunities. The following activities were undertaken as part of JIC.

- **Student Teams** - Students were pre-assigned into groups of 7-8 per team before JIC kicked off. Each team included students from each of the educational partners and were from different disciplines. As much as possible, a balance of gender was maintained.
- **2 x Summits** - These virtual summits introduced students to entrepreneurship methodologies. The Summits included hearing from speakers, student networking, and masterclasses.
- **Video Pitching** – All teams had to create a 3-minute video pitch to submit for judging. Videos were judged internally by franked and the top 6 teams were selected to pitch their idea live at the pitch event.
- **Pitching Masterclass** - The pitching masterclasses provided students with the opportunity to fine tune their pitching skills for the live pitch, allowing for Q&A with the franked.io facilitator.
- **Live pitch event** - In person event at ECU Joondalup Campus where the 6 finalist teams presented to a panel of judges.
- **Grant Funding** - franked.io along with ECU applied for grant funding from City of Joondalup and StudyPerth.
- **Content Creation** – franked.io designed the workshop content as well as student handbook, slide decks and social media tiles for partners, speakers, judges & mentors.

KEY ACTIVITIES

DETAILED BREAKDOWN



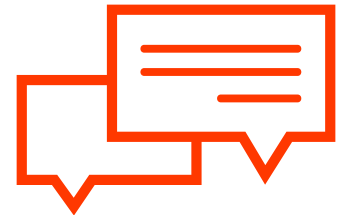
II. Communication

- **Consistent Communication** - Once the students were recruited for JIC, constant and consistent communication was maintained with them using email and SMS text messaging services. Constant communication was also maintained with JIC Mentors via email and WhatsApp.
- **Briefing & Training for Mentors** – A mentor briefing session was held via Zoom, all mentors were sent briefing documents to prepare them for their role.
- **Partner Meetings** - Monthly meetings were held via Zoom to collaborate and update partner institutes about the JIC2024 program and student recruitment.
- **Project Management** – franked.io communicated with students, institute staff and all other key stakeholders to project manage JIC.
- **Social Media & Online Engagement** – Social media updates and competitions for JIC were conducted on franked.io LinkedIn Page using #JIC2024 and #FRANK.



SUMMITS

DETAILED BREAKDOWN



I. Orientation: 2nd September

A 3 hour orientation session was held at ECU Joondalup campus which required compulsory attendance. The purpose of this session was to be able to identify the students committed to JIC as well as to inform students of workload and technology requirements.

- Program welcome by Deputy Mayor Adrian Hill
- Facilitator introduction, program agenda & outcomes
- Speed networking between students
- \$150 voucher was awarded to a student who had the courage to speak about someone they met during the speed networking
- Students heard from 2 Speakers. Craig Manton, State Leader WA / Chief Technology Leader, Operations; CCAT; and Jeremy Farr-Wharton, Director of Engagement at ECU's School of Business and Law
- Masterclass where students were introduced to the Business Model Canvas
- Briefing regarding mentors. Introduction to LinkedIn channel as well as general tech setup requirements.
- Opportunity for students and mentors to workshop together and start working on their ideas



SUMMITS

DETAILED BREAKDOWN



II. Virtual Summit: 5th September

The 3 hour summit took place online, students continue to learn about entrepreneurship and the Business Model canvas in an engaging and high energy environment.

- Student networking activities
- Students participated in interactive Masterclasses where they continued to learn about the Business Model Canvas and to learn start-up methodologies
- \$150 voucher was awarded to a student who had the courage to speak openly and honestly about the challenges in JIC so far
- Students heard from 2 Speakers; Daniel Foster, CEO, Redi Software; and Naren Chellappah, Program Director, Career Success Australia.
- Students were introduced to team dynamics and cultivating strong team performance
- Students heard from guest presenters from Metronet, Redi Software and City of Joondalup regarding the Challenge Themes
- Special entertainment during the break

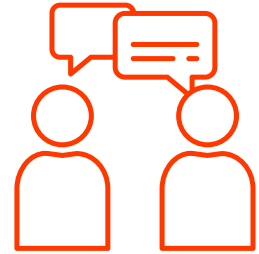
III. Pitching Masterclass: 10th Sep

The online pitching masterclass was a 1 hour optional session where students were given the valuable opportunity to present their live pitch to a franked.io facilitator and receive feedback.

- Hosted by franked.io facilitator
- Students were given the opportunity to practice their live pitch to the facilitator and receive feedback
- Students were given tips and advice for pitching live

PITCHING

DETAILED BREAKDOWN



IV. Video Pitching

- The students created a 3-minute video pitch about their idea and submitted this video for shortlisting. This video was due for submission by 12pm, 10th September 2024
- 100% of teams submitted a video pitch, with 9 pitches uploaded in total
- 3 franked.io judges assessed and scored these video pitches
- The teams with the highest scores were selected as finalists
- There was a tie for 5th place, so 6 teams were selected as finalists.

V. Pitch Event: 12th September

The pitch event was held at ECU Joondalup Campus from 2-5pm on Thursday 12th September.

- The event welcome was delivered by Deputy Mayor of City of Joondalup, Adrian Hill
- The 6 finalists were announced in the first hour of the event
- The 6 finalist teams each delivered a 3-minute pitch to the panel of 3 judges
- The judges who took part on the judging panel were Daniel Foster, Redi Software; Christopher Ruffler, Study Perth & Danielle Bowler, City of Joondalup.
- The 3 winning teams were announced



RESULTS

FINALISTS & WINNERS



I. Six Finalist Teams

The six finalist teams who presented their pitch live to the panel of judges were:

- **Team Dos Innovators** - Theme: Future Transport in Joondalup
- **Team SmartKoorl** - Theme: Future Transport in Joondalup
- **Team JConn** - Theme: Transforming Joondalup into a Vibrant University Town
- **Team Three Dees and Co.** - Theme: Future Transport in Joondalup
- **Team S.A.V.E.R.** - Theme: Future Transport in Joondalup
- **Team EcoSavy** - Theme: Sustainability and climate management

II. Three Winning Teams

Teams who placed 1st, 2nd & 3rd won the following prizes:

- **1st Place:** Dos Innovators - Prize: Afternoon Tea with the Mayor of Joondalup
- **2nd Place:** SmartKoorl - Prize: Morning with the CEO of Redi Software
- **3rd Place:** JConn - Prize: Professional Branding Masterclass - Be the CEO of your Career



RESULTS

FINALISTS & WINNERS



III. Individual Prizes

The following individual prizes were awarded during the JIC program

Most Engaged Students: Ticket to Smart City Connect

- Banjan Lanzona - University of Western Australia
- Hiten Shah - North Metro TAFE
- Mariama Bah - National Institute of Technology
- Tom Nguyen - Edith Cowan University
- Duvindra Corea - Edith Cowan University
- Dulaj Heenkenda - University of Western Australia
- Vannesa Wongso - University of Western Australia

Spot Prizes for open & honest reflection: 2 x \$150 Amazon vouchers

- Dulaj Heenkenda - University of Western Australia
- Banjan Lanzona - University of Western Australia

Linkedin Post Prize: \$150 Amazon Voucher

- Jaywen Llagas - Edith Cowan University



MEDIA

PRESS COVERAGE



PerthNow

- PerthNow reported on the success of the JIC program on September 26.
- www.perthnow.com.au is free and is the largest news publisher in WA
- Link to the full article is [HERE](#)



📷 Banjan Lanzona helped present an app which won this year's Joondalup Innovation Challenge. Credit: supplied

Model for future transport app wins 2024 Joondalup Innovation Challenge

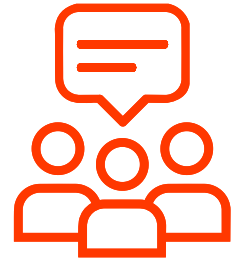


[Erick Lopez](#) | PerthNow - Joondalup
September 26, 2024 4:00AM

✉ Erick Lopez

PARTICIPANT FEEDBACK

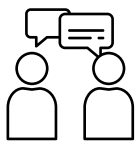
FROM 2024 PROGRAM



Based on 38 student responses



97% of participants Strongly Agreed or Agreed that their ability to work in teams has improved



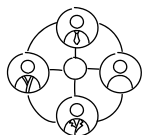
82% of participants Strongly Agreed or Agreed that their communication skills have improved



82% of participants Strongly Agreed or Agreed that their technology skills including learning new IT skills have improved



92% of participants Strongly Agreed or Agreed that their ability to think entrepreneurially has improved



92% of participants Strongly Agreed or Agreed that their ability to work in interdisciplinary teams has improved



92% of participants Strongly Agreed or Agreed that their ability to work with people from different cultures and experiences has improved

PARTICIPANT FEEDBACK

FROM 2024 PROGRAM



89% of participants Strongly Agreed or Agreed that their self confidence has improved



87% of participants Strongly Agreed or Agreed that they would consider working in a startup



76% of participants Strongly Agreed or Agreed that they would consider being a startup founder



95% of participants Strongly Agreed or Agreed that they found the event speakers to be knowledgeable



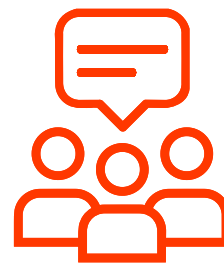
100% of participants Strongly Agreed or Agreed that they found JIC to be engaging



95% of participants Strongly Agreed or Agreed that they found their mentor to be helpful

PARTICIPANT FEEDBACK

FROM 2024 PROGRAM

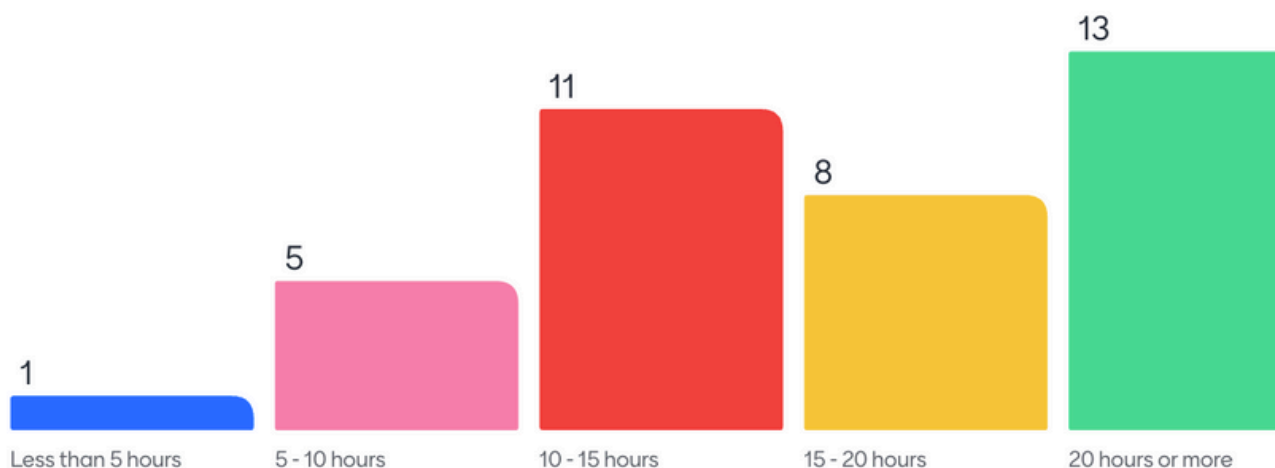


*100% of
students*

WOULD RECOMMEND
JIC TO A FRIEND!

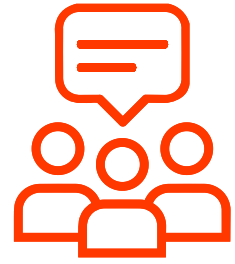
Average hours spent on JIC by students

The amount of time I have spent working on JIC tasks in the last 2 weeks is approx:



PARTICIPANT FEEDBACK

FROM 2024 PROGRAM



What did you enjoy most about JIC?

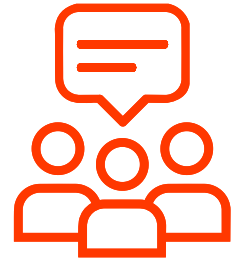
- Working with people from different background and creating new network. Everyone was enthusiastic which was great to see and great contribution from out mentor is highly appreciated.
- Excellent Mentor who was very supportive and always there to guide us through each steps. All the love and virtual summits were excellent. Hosts and speakers were equally motivating and empowering
- I enjoyed meeting new people!! And working as team!! And learning new skills and being more confident in myself
- I loved the summits. They were really engaging and it was nice to see how everyone mingled together, whether inside or outside of other groups

What is 1 thing we can do to improve JIC?

- Have more face-face meets so that students who cannot make it or see the challenge through do not apply.
- Expand the parameter for JIC, don't let it stay within Joondalup
- Open more opportunities such as inviting investors, businesses, or councils in the live pitch. They might find a student they want to hire. It makes it feel like a real networking environment.

PARTICIPANT FEEDBACK

FROM 2024 PROGRAM



What is 1 action you will take in your future job/career/startup after JIC?

- Update my LinkedIn and keep contact with JIC coordinators and my teammates.
- Use the knowledge i gained in JIC in my further works, will present myself confidently in front of crowd.
- Follow podcast on start ups in the Australian environment culture. I am already following JIC on LinkedIn and some of the presenters.

What was the most challenging part of JIC?

- Balancing between my JIC project, school and work! Also working within a very short amount of time was tough but we did it.
- Discussing and agreeing to one idea in team.
- Working together in a project with such a short time, while managing work and college at the same time



SOCIAL MEDIA

SNAPSHOT FOR FRANK LINKEDIN PAGE



Jaywen Llagas · 2nd
Postgraduate student | Management
Information Systems | ECU'25
3w · Edited ·

+ Follow



✨ Day 1 of Joondalup Innovation Challenge ✨

I'm thrilled to share that I've been selected for this year's Joondalup Innovation Challenge 2024! With so many talented students vying for a spot, it's an honor to be chosen for this incredible program.

Being part of a diverse group and engaging with thought leaders like [Craig Manton](#), [Jeremy Farr-Wharton GAICD](#) and the Deputy Mayor of Joondalup, Cr Adrian Hill, is such a unique opportunity. And of course, the masterclass with [Kate Kirwin](#) and [Jasmin Ward](#) was truly enriching and will be definitely beneficial for our upcoming pitch presentations.

And most importantly, I'm excited to work closely with my fellow innovators [Andrew Brandis](#), [Jenny Tran](#), [Parneet Kaur](#), Jonathan, Mike, and [Dongyun Huang](#) and to benefit from the guidance of our outstanding mentor, [Jin S. Yoon](#). Collaborating with such a talented and passionate group is truly motivating, and [Jin S. Yoon](#)'s support adds a valuable layer of insight and encouragement.

I truly believe that learning goes beyond the classroom, and experiences like this are key to both personal and professional growth. I can't wait for the next 10 days of networking and exchanging ideas with fellow innovators. This journey promises to be amazing, and I'm eager to dive into all the creativity and passion each team brings.

Here's to an exciting adventure ahead!

[#JIC2024](#) [#Franked.io](#) [#ECU](#) [#innovation](#)
[#EntrepreneurialMindset](#) [#KeepLearning](#)



National Institute of Technology
2,574 followers
1mo ·

+ Follow



Introducing the NIT Team for the Joondalup Innovation Challenge (JIC) 2024!

Thitikan Mariama Parneet Nathania David Tram Kathrina will represent NIT in this prestigious challenge starting Monday 2 September 24!

The JIC offers our talented students a platform to showcase their skills, creativity, and innovation in the fields of employability and entrepreneurship.

By participating, students develop essential professional skills like networking, communication, innovation, and leadership. This challenge fosters a unique community by bringing together students, business leaders, and entrepreneurs. It aims to enhance students' employability and resilience.

We wish our talented students the best of luck! Stay tuned for updates!

This initiative is made possible through the support of the WA Government and [StudyPerth, Western Australia](#). Powered by [franked.io](#)

[#NationalInstituteOfTechnology](#) [#NIT](#) [#RTOcode41143](#)
[#CRICOSproviderCode03420M](#) [#EmpoweringIndustryReadyMinds](#)
[#joondalupinnovationchallenge](#) [#JIC2024](#)



SOCIAL MEDIA

SNAPSHOT FOR FRANK LINKEDIN PAGE



franked.io
1,991 followers
2W • 🌐

JOONDALUP INNOVATION CHALLENGE 2024

The JIC live pitch is happening tomorrow at ECU, we have a fabulous judging panel to introduce!

Daniel Foster, CEO, Redi Software
Christopher Ruffler, Careers Connect Manager, Study Perth
Danielle Bowler, Environmental Development Coordinator, City of Joondalup

#frank
#alwayslearning
#JIC2024

City of Joondalup, AIWT - RTO Code 51174, Edith Cowan University, National Institute of Technology, The University of Western Australia, North Metropolitan TAFE, StudyPerth, Western Australia

Dayna Bennett • 1st
Business Development Manager at Red Piranha, Coach and Secretary ...
4W • Edited • 🌐

The Joondalup Innovation Challenge 2024 has begun!

Team 4 has been busy getting to know each other and had our first online catch yesterday. Our meeting was filled with great energy and enthusiasm. I can't wait to see what innovative ideas they come up with over the next week and a bit.

I am always honoured to be asked to be a mentor for this initiative. It speaks to my heart connecting #Education to #Industry and merging with my #Technology experienced here at Red Piranha.

Whilst upset I couldn't make the Orientation Session today, I know through our WhatsApp Chat, the team were coordinating face to face catch ups and charging forward with their decision making. I look forward to seeing them in person at the Live Pitch Session next week. **Jyoti Kumari Sangay Tenzin**
Ruben Tokona Neal Gao Tram Nguyen

City of Joondalup AIWT - RTO Code 51174 Edith Cowan University
National Institute of Technology The University of Western Australia
North Metropolitan TAFE StudyPerth, Western Australia [franked.io](#)

Shreya Kataria (She/Her) • 1st
Ministry of Communications | Amazon | State Bank of India | The Unive...
2W • 🌐

I am happy to share that I was selected to be a part of the Joondalup Innovations Challenge 2024 where I was a part of team 8, Innov8 where we created a plan to leverage AI to predict upcoming congestion and potential traffic incidents and benefit the community.

Thank you **Carmen Bold**, **Jasmin Ward** and **Kate Kirwin** for giving me the valuable opportunity to be a part of this amazing and meaningful challenge and for the highly insightful masterclasses! 🙌

A big thank you to our team mentor **Greg Rogers** for his invaluable insights, support and guidance throughout the two-week mini MBA as they rightly call it! 🙌

I would also like to thank my teammates **Himanshu Sandhan**, **Pema Chentsho**, **Mariama Joy Bah**, **Alicia Wade**, **Kimmie Lee Holmes**, **Sudeep Gopoji** and **Javen** for the amazing journey in creating something innovative and meaningful during this challenge! 🙌🙌

#JIC2024 #franked.io

