



# Government sponsor pack 2017



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So you want to sponsor GovHack Australia 2017? Excellent!

This pack gives you all you need to know about the crucial ingredients to help make GovHack 2017 a huge success.

It also includes some information about how the national GovHack competition will run, your role as a sponsor, and finally some basic rules for GovHack 2017.



Cover photo: [Kara Burns](#) (modified)  
Photos this page: [David Ma](#)

WHAT IS GOVHACK?



GovHack is the world’s biggest open data competition and one of the world’s biggest hackathons.

GovHack consists of a series of events including an international competition for people of all abilities who seek to make life better through open data.

Across the competition weekend, thousands come together to form teams, develop projects, and participate in a movement that helps builds trust between government, industry and citizens to improve communities by unlocking the power and potential of open data.

In 2016, GovHack had

- 3,000+ participants
- 40 locations
- Events across Australia and New Zealand.

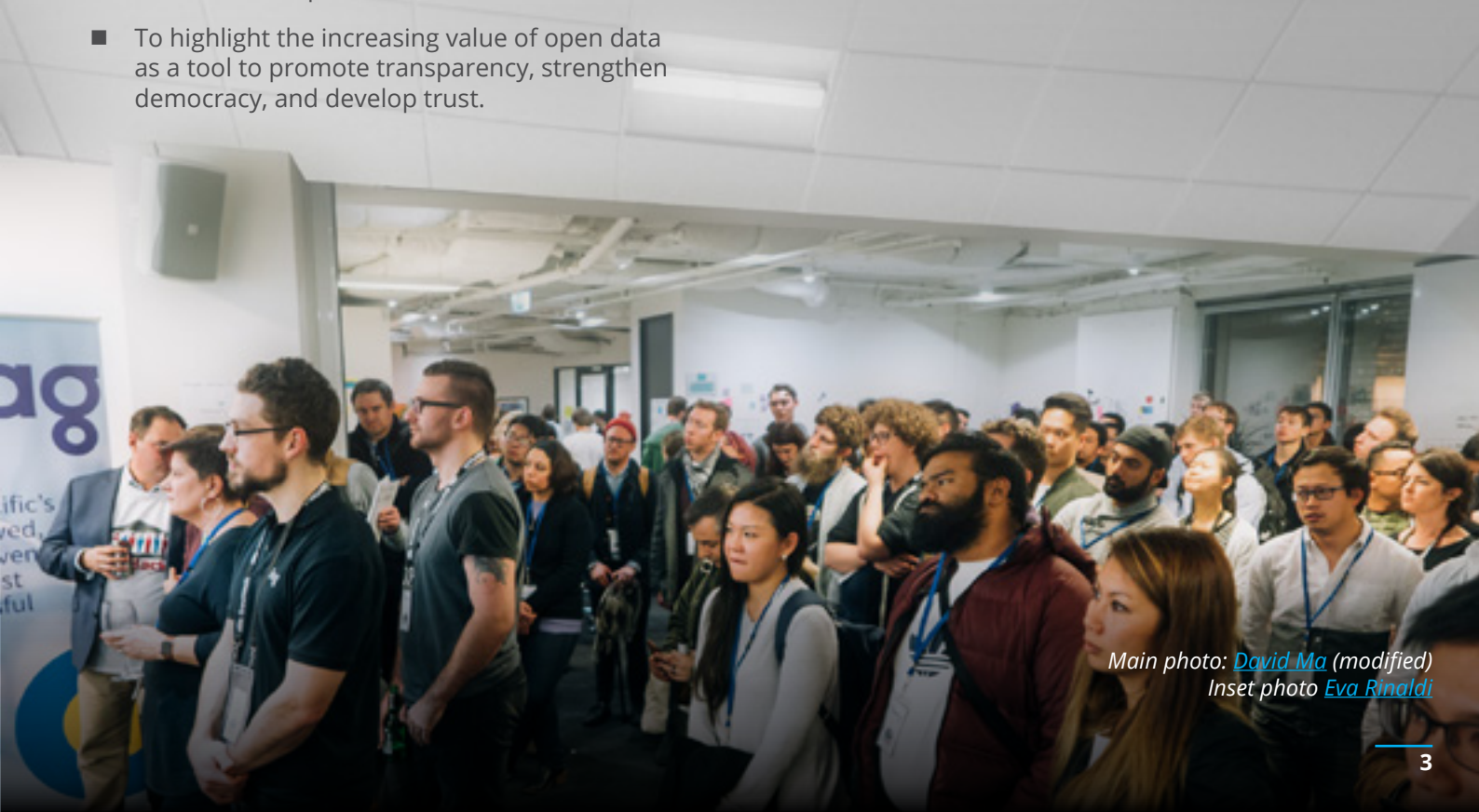
Many federal and state government agencies and departments have already expressed early interest in partnering with GovHack in 2017, so read on and don’t delay!

Why does GovHack matter?

- To provide an opportunity through open data for government, citizens and industry to collaborate, gain knowledge and develop new skills;
- To showcase open data as a mechanism for identifying and solving deep-rooted social, economic and environmental challenges;
- To impress upon Government the economic and societal value of quality, machine-readable, standardised open data;
- To highlight the increasing value of open data as a tool to promote transparency, strengthen democracy, and develop trust.

***Data without ingenuity is like a lamp without power – only when the two are connected do opportunities to innovate become clear. This is why GovHack is so important, why I am so proud over a dozen federal departments have participated this year and why I am grateful to the 850 volunteers who made it happen.***

*Prime Minister Malcolm Turnbull*



Main photo: [David Ma](#) (modified)  
Inset photo [Eva Rinaldi](#)



# WELCOME TO GOVHACK

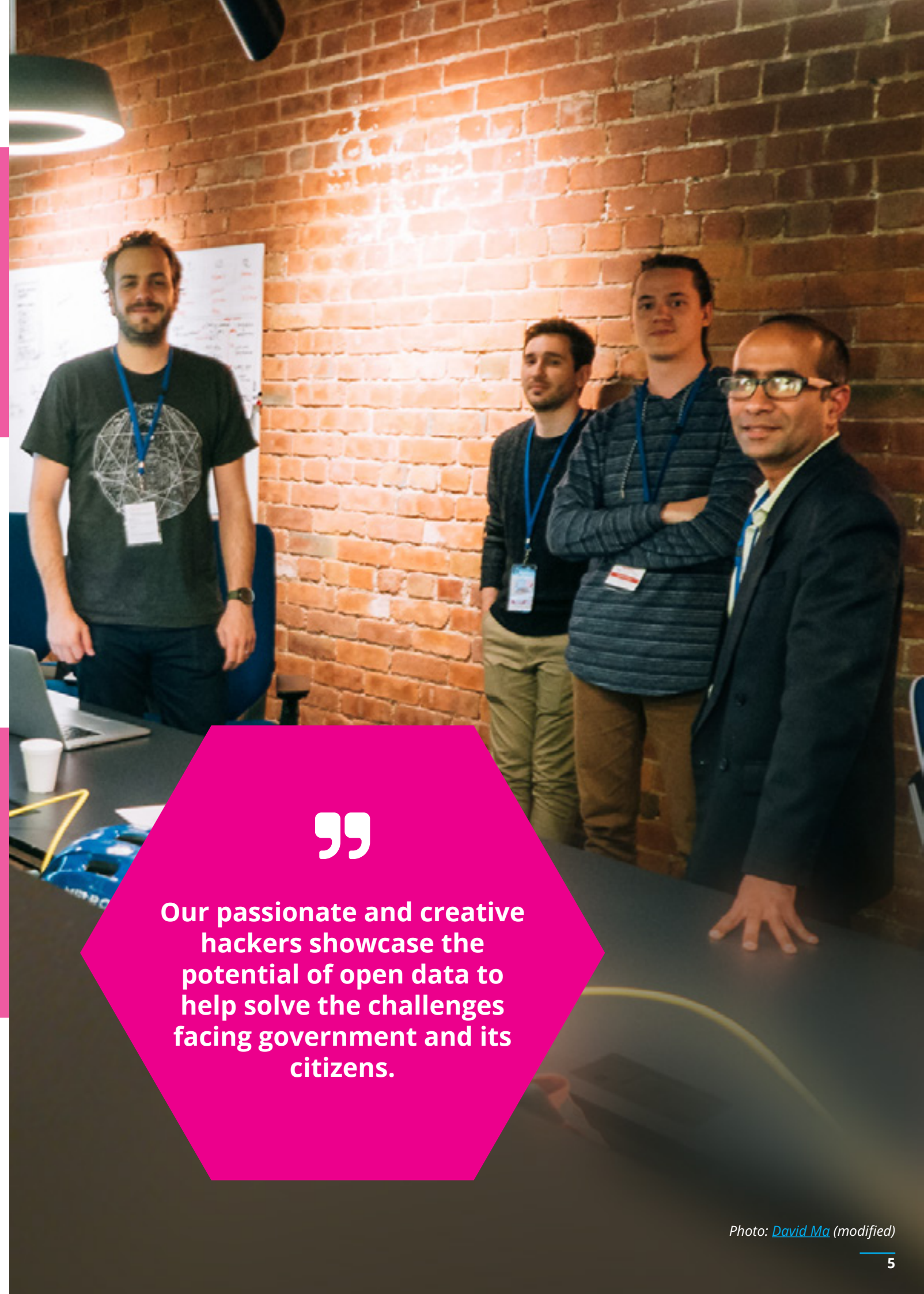
Sponsoring a national award aligns government agencies with a respected community event which has established strong ties to Australian developer communities, government organisations at all levels across the country, and the technology and communications industries.

GovHack provides government with the ability to directly engage with a passionate hacker community to find creative and innovative mashups to defined (or not so defined) problems.

Our passionate and creative hackers showcase the potential of open data to help solve the challenges facing government and its citizens.

GovHack is proud member and passionate advocate of the Open Data and Open Source Communities.

GovHack is only made possible by hundreds of passionate volunteers all across Australia & NZ. Our team of organisers is passionately dedicated to GovHack and look forward to working with you to continue its growth.



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# 2017 EVENTS

During the year GovHack runs four events; GovHack Connections, GovHack Competition Events, State & Territory Awards and the International GovHack Red Carpet Awards.

## GovHack Connections Events

GovHack Connections events are held prior to the GovHack Competition Event (late June/early July). They are run in each State and Territory that has a GovHack competition event.

GovHack Connections gives agencies the opportunity to showcase and discuss your datasets to potential GovHack competitors. This is a terrific way for competitors to gain a greater understanding and awareness of your selected datasets, allowing them to interact directly with your data experts.

## GovHack Competition Events

The GovHack Competition Event is a two-day hack event held simultaneously around Australia to create concepts, mashups and models with open government data, to examine the challenges facing government and communities in new and innovative ways.

At the end of the weekend teams submit their project including a project video, their open data story, project page for government agencies to judge.

The GovHack competition will run from 7pm Friday 28th July - 5pm Sunday 30th July.

## GovHack State & Territory Awards

The GovHack State & Territory Awards take place approximately 6 weeks after the GovHack competition and award the very best projects from the GovHack State/Territory Competition. The winning GovHack teams are presented with their State/Territory awards at the event.

## GovHack International Red Carpet Awards

The GovHack International Red Carpet Awards is the pinnacle event that showcases and celebrates the creativity and ingenuity of Australia and New Zealand's most talented teams. Projects from across Australia and New Zealand that have entered in the national/international competition are eligible. The GovHack International Red Carpet Awards is held in a different Australian city each year, for 2016 this was Adelaide, South Australia. Selected GovHack finalists receive a Golden Ticket which includes flights, accommodation and a ticket to the Awards.

# THE CATEGORIES ARE THE COMPETITION

GovHack has limited sponsorship places for national award sponsors. This provides a real opportunity for sponsors to garner a lot of interest in their data.

Some of the planned award categories include:

- Data Intelligence
- Creative Humanities
- Fresh Data
- Innovative Ideas
- Inspired by Research
- Financial
- Entrepreneurship
- Smart Cities
- Community Health

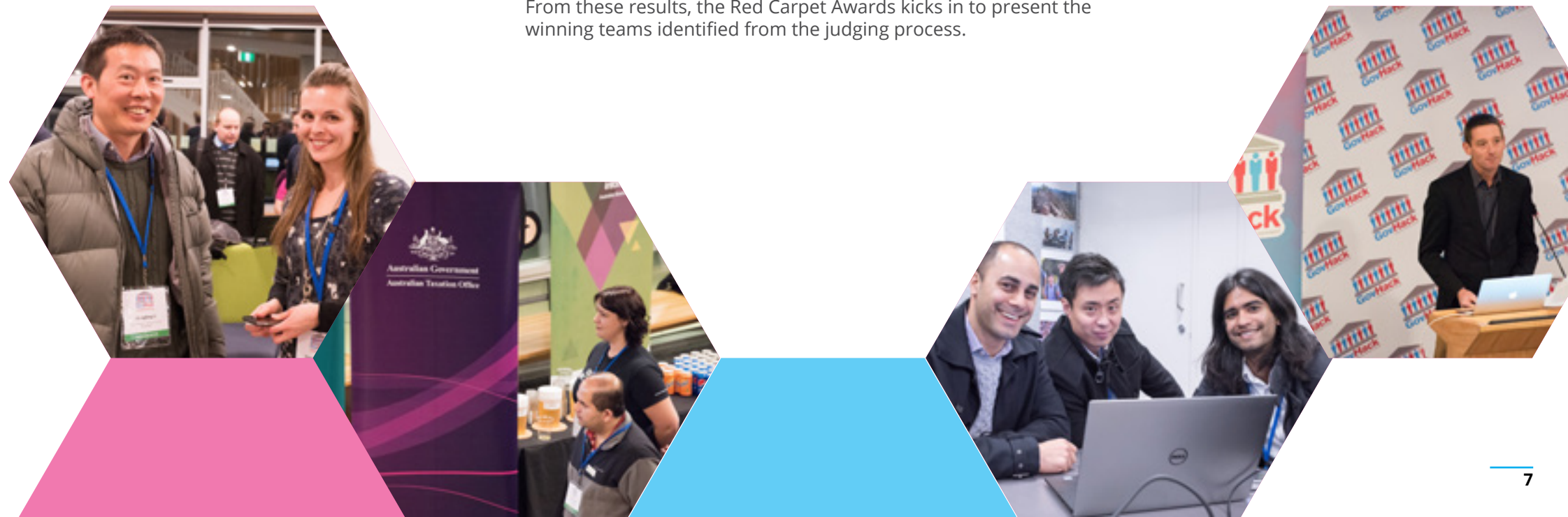
National Award sponsors also have the option to create one bounty award specifically using your data, either on it's own, or in combination with one other specific agencies data.

This allows hackers to focus on key data sets and provides greater opportunities for Government sponsors to promote well thought out challenges alongside their datasets.

Categories for Award sponsors will be assigned and announced closer to the event as we match government agencies to award categories. Categories are typically assigned to two agencies that are aligned to the award category.

GovHack will provide you with the shortlist of entries for your award category only. Both sponsors will be responsible for independently judging the entries for their category. Each sponsor will award points to each entry based on criteria provided.

From these results, the Red Carpet Awards kicks in to present the winning teams identified from the judging process.





# INTERNATIONAL RED CARPET AWARDS

The International Red Carpet Awards will be held approx ten weeks after the GovHack weekend and will showcase the outcomes and winners from GovHack.

International and National GovHack sponsors will be invited to attend the Red Carpet Awards, meet their finalist teams, and then present the award to their winning team(s).

This is a showcase event in the national innovation calendar, providing an opportunity to mix with senior public officials, national finalists and our volunteers.





## LEAD AGENCY SPONSOR

The Lead Agency Sponsor is an exclusive one-only sponsorship, in 2015 the Digital Transformation Office led the charge and in 2016 IP Australia embraced all that is GovHack, including a commercialisation announcement with their Ministerial Office at the Red Carpet Awards.

The Lead Agency Sponsor is available only via negotiation. This is an exclusive opportunity for those organisations who are deeply involved and committed to the art of innovation and the benefits of open data collaboration.

The Lead Agency Sponsor in conjunction with the Lead Corporate Sponsor will jointly be the sponsors of the Entrepreneurship Award category

Please contact [sponsors@govhack.org](mailto:sponsors@govhack.org) to start the discussion.

## NATIONAL AWARD CATEGORY SPONSORS

GovHack 2017 is offering \$10,000 (ex GST) major government national award sponsorship categories. Each of these categories has two agency sponsors:

Your \$10,000 sponsorship is divided between a prize pool of 40% and 60% for operations.

The operations component contributes to many logistics costs including interstate transport and accommodation for Red Carpet Awards finalists and the necessary infrastructure for a nation of hackers and volunteers.

Having winning and finalist teams attend the prestigious GovHack International Red Carpet Awards and represent their state and country is the pinnacle of the GovHack experience for competitors. This is only made possible through the ongoing contribution and support of our innovative and outstanding sponsors and supporters.

Your \$4,000 prize pool will be allocated as \$2,000 to a major prize, \$1,000 for a runner up prize, \$1,000 for one bounty prize.

### Individual prize: Bounty prizes

Each sponsor can create their own specific bounty award which could present a current opportunity or challenge relating to a particular dataset, business process or initiative.

Contact [sponsors@govhack.org](mailto:sponsors@govhack.org) to express your interest.

## GOVHACK AMBASSADOR AND AWARDS

To ensure that you get the full benefit as a National Sponsor for GovHack 2017 we strongly encourage that you nominate a member of your team as a GovHack Ambassador who will act as the primary contact and GovHack champion for your department or agency.

Ideally this person will have a set fortnightly allocation of time to work on GovHack to ensure that you are able to create the best possible environment to get the most out of being a part of GovHack 2017.

They would work closely with GovHack to create suitable award criteria. This ensures that awards that focus on advancing open data outcomes through innovative reuse of data, data driven ideas, entrepreneurship, research or analytical outcomes.

The best awards can describe a problem or challenge but do not describe a solution. We find the broader the scope, the increased likelihood of innovation. For example, *"The best Environmental protection concept or visualisation: Ideas should reuse data in an innovative way to advance the protection of the environment."*

GovHack reviews all awards to ensure they meet award criteria suitability. All awards must be supported with datasets that are maintained and current.





# SPONSORSHIP BENEFITS

Sponsorship of GovHack aligns your organisation with Australia's Premier Hackathon and one of the largest and most influential hackathons in the world.

## Why is GovHack so good?

Because it is supported by the most amazing volunteers and civic hackers, and we put our community first. By focusing on the best possible experience for participants, year on year, we enable creative and innovative projects tackling and identifying open data concepts and models to current and future challenges facing governments, society and the individual.

We foster collaboration with other organisations and hackathons to assist in the longevity of great projects to enable civic minded community growth in the Australian region.

GovHack at its core is about enabling government to partner with the broader community to showcase and celebrate participatory innovation and co-creation.

All sponsors have the option to invite any GovHack team to submit formal quotes to undertake further work on the project they started during GovHack.

## Exceptional opportunities

Sponsors will be recognised at the GovHack Competition weekend and International Red Carpet Awards, as well as ongoing recognition throughout the year, including:

- Your logo displayed on the website and all public correspondence for the event
- Opportunity to create a bounty award specifically using your data
- An invitation to provide standing banners at a local competition event
- Opportunity to provide data mentors at a local event(s)
- An invitation to be on the judging panel for your award category to select a winner, one runner up prize and your bounty prize winner
- Opportunity to present the winner with their award at the International Red Carpet Awards
- Opportunity to 'Meet the Makers', the finalists and their projects, at the International Red Carpet Awards
- Create and provide a three minute video to be shown at the International Red Carpet Awards
- Two complimentary tickets for the International Red Carpet Awards

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Sponsorship terms and conditons can be found [here](#).

Contact us at [sponsors@govhack.org](mailto:sponsors@govhack.org) for more information.



[govhack.org](http://govhack.org)