



Finder Innovation Awards Methodology

The Finder Innovation Awards celebrates the products, processes and teams redefining banking, insurance, retail, technology and more. This year features 23 open-entry categories, judged on written evidence of innovation and measurable impact.

All entries will automatically be entered into the People's Choice Awards, providing an additional platform for brand recognition and customer engagement.

Entry guidelines and scoring

Entry process

- **Collection:** Information is collected via our [online entry portal](#).
- **Verification:** Finder reserves the right to cross-check submissions against public data. False or misleading information will result in immediate disqualification.
- **Confidentiality:** Specific data points provided (revenue, NPS, internal costs) are used strictly for judging purposes and will not be published or shared without explicit consent.
- **Category Flexibility:** Finder may create "Sub-Awards" if a high volume of entries is received in a specific niche (e.g., "Best Beauty Innovation" within the Retail Product category).

Key deadlines and dates

- **Assessment Period:** Innovations must have been introduced between July 2023 and June 2026.
- **Impact Evidence:** Data provided in the "Impact/Success" section must reflect the most recent 12 months.
- **Closing Date:** 5:00 PM AEST, Wednesday, 10 June 2026.
- **People's Choice Voting:** 20 July 2026 – 14 August 2026.



Entry Criteria

The following categories are weighted 40% on the innovation and 60% on the impact. There is a combined word limit of 800 words across both sections:

1. AI Innovation: Disruptive use of artificial intelligence.
2. App Innovation: Best mobile-first solutions.
3. B2B Innovation: Solutions for Australian business customers.
4. Banking & Payments: Innovations from banks, credit unions, neobanks, and BNPL providers.
5. Fintech Innovation: General financial technology breakthroughs.
6. Forex Broker Innovation: Compliance with AFSL and ASIC is mandatory.
7. Digital Assets & Web3: Crypto, NFTs, utility tokens, and blockchain.
8. Insurance Innovation: For providers and Insurtech platforms.
9. Investment Innovation: Apps, banks, funds, and advisory services.
10. Lending Innovation: Disruptive credit and lending solutions.
11. Loan Broker Innovation: Any loan brokerage. Eg home, car, and personal loans.
12. Property Innovation: Proptech, property management, and inspections.
13. Retail Innovation: Online or brick-and-mortar shopping experiences.
14. Retail Product Innovation: Innovation in a physical consumer product.
15. Social Impact: Initiatives driving ethical or social change.
16. Tech Innovation: General technological advancements across all sectors.
17. Telco Innovation: NBN, mobile, and telecommunications.
18. Travel Innovation: Airlines, agencies, hotels, and travel money.
19. UX Innovation: Excellence in user experience design and flow.

Judging Criteria

- **INNOVATION (40%)**
What makes this unique? Describe the problem you solved, the challenges faced, and how this sets you apart from competitors.
- **IMPACT/SUCCESS (60%)**
Measurable results from the last 12 months. Include specific data: user growth, cost reductions, revenue increases, or NPS improvements.



The following categories require additional detail or different weighting. The word limit for these is 1,400 words:

20. Best Customer Service Innovation
 - a. Innovation (20%): New steps/technology taken to improve service.
 - b. Range of Features (20%): Channels offered, response times, and pain points solved.
 - c. Impact (60%): Measured by NPS, resolution rates, or customer retention.
21. Best Green Innovation
 - a. Innovation (20%): Uniqueness of the sustainability initiative.
 - b. Environmental Impact (50%): Specific data on environmental outcomes.
 - c. Commercial Success (30%): Evidence of the initiative's market viability.
22. Innovation Champion (Individual)
 - a. Innovation (20%): How the individual drove a specific project.
 - b. Impact (50%): Personal contribution to the company's success.
 - c. Testimonials (30%): Required 2x testimonials from colleagues or clients.
23. Most Innovative Team
 - a. Innovation (20%): How the team collaborated on a unique solution.
 - b. Impact (50%): Measured business results.
 - c. Testimonials (30%): Required 2x testimonials highlighting team culture/output.

People's Choice Awards

All entries are automatically entered into a corresponding People's Choice category. This is the ultimate public validation.

- **How it works:** Voting is open to the Australian public. The brand with the highest number of verified votes in their category wins.
- **Promotion:** Finder will provide a "Voting Kit" including social media assets and suggested copy to help you mobilise your customers and employees.
- **Incentive:** To encourage participation, Finder may offer a 'Voter's Prize' (e.g., \$1,000) selected at random for those who cast a vote across any category.
- **Opt-out:** If you do not wish to participate in the public vote, please contact awards@finder.com prior to the voting period.

