

SELECTION CRITERIA

WA International Education AI Innovation Award

This new award recognises individuals and teams within Western Australia's international education sector who are harnessing artificial intelligence to create meaningful and measurable impact.

The WA International Education AI Innovation Award celebrates innovative applications of AI that improve student outcomes, enhance staff capability, transform institutional operations, or create new opportunities for growth and engagement.

Whether through reimagining existing processes, enhancing services and experiences, developing new products, or creating entirely new ways of working, submissions should demonstrate how AI has been used purposefully to address a clearly defined challenge or opportunity.

Examples of AI innovation may include, but are not limited to:

- AI-powered student support services or admissions
- Personalised learning or student engagement initiatives
- AI-assisted teaching and assessment practices
- Predictive analytics and student success interventions
- Administrative automation and workflow redesign
- AI-enhanced student communications
- AI-driven sentiment or feedback analysis
- New products, services, or educational experiences enabled by AI
- Responsible AI governance, policy, or capability-building initiatives

The five defined criteria include:

- Innovation: Describe what is innovative about the use of artificial intelligence and the problem, challenge, or opportunity it addresses. Explain how the initiative differs from existing approaches or practices and the value it creates.
- Student or Staff Experience and Success: Describe how the initiative has positively impacted international students, or staff members working in international education, and enhanced the student or staff experience. This could include improvements in learning outcomes, engagement, wellbeing, accessibility, support services, satisfaction, retention, progression, employability, or other measures of student or staff success.
- Impact and Outcomes: Describe the need or challenge the AI innovation addressed and quantify how the initiative has positively affected the institution's people, operations, services, and/or processes. Include evidence of measurable outcomes where possible.

- Scalability and Sustainability: Describe the reach of the initiative and its potential for ongoing success. Explain how the innovation can be sustained, expanded, improved over time, or replicated across other programs, departments, institutions, or sectors.
- Responsible and Ethical Use of AI: Describe how ethical considerations were incorporated into the design, implementation, and governance of the initiative. This may include privacy, transparency, fairness, inclusion, accessibility, academic integrity, human oversight, bias mitigation, and risk management.

Submission Format

Submissions may be provided in written format (maximum 1000 words) and can be accompanied by supporting evidence. Creative entries are encouraged, and applicants may choose varied formats, including video (MP4), audio, presentations, or visual demonstrations. Should alternative formats be utilized, a limit of 3-5 minutes applies.

Supporting evidence may include data, metrics, testimonials, case studies, screenshots, sample outputs, workflows, or other materials that demonstrate the initiative's impact and effectiveness.