

10 TIPS FOR WRITING A WINNING PAPER

1

READ THE QUESTION CAREFULLY – If it has a few parts make sure your answer addresses all of them.

2

HIT THE CRITERIA! Papers are marked on the following five criteria, all of which have equal weighting:

- Understanding and insight of the chosen topic
- Conclusions supported by sound evidence and research
- Clarity of thought
- Commercial insight
- Presentation

3

THINK CREATIVELY – Look for research which may be relevant from Australia, overseas markets, or possibly even undertake your own research.

4

DON'T USE AI – It is not permitted and besides, we want to hear what you have to say, not a robot (also we can tell if you use it).

5

PROVIDE RECOMMENDATIONS / SOLUTIONS – Think about steps the industry can consider to resolve the issue or question at hand.

6

STRUCTURE – Think about how your answer is structured. Make sure your argument is easy to follow.

7

REMEMBER THIS IS A PUBLISHED PAPER – Consider how your paper will read to those within the industry as well as those external to the industry.

8

SPELL CHECK, SPELL CHECK, SPELL CHECK!

9

STICK TO THE WORD LIMIT – Maximum 2,500 words – This does not include footnotes and headers. Accurately record the word count on your application form and on your paper.

10

PROOFREAD – Have someone proofread your paper prior to submission to provide an independent perspective of how it reads.