

# Pitch Off Frequently Asked Questions

*Last Updated: 13 May 2026*

This document is reviewed and updated frequently. If there are any questions not answered in this document, please email [mutualbenefits@eml.com.au](mailto:mutualbenefits@eml.com.au).

## 1. What are the key dates:

Date	Action
<b>Wednesday, 20 May 2026</b>	Pitch Off Launch
<b>Wednesday, 20 May 2026</b>	Concept Submissions Open
<b>Friday, 24 July 2026</b>	Concept Submissions Close
<b>COB Friday, 28 August 2026</b>	Applicants Notified if successful or not
<b>Mid-September – Date TBC</b>	The Pitch Off Workshop with finalists to take place
<b>Monday, 5 October 2026</b>	Online promotion
<b>Wednesday, 21 October 2026</b>	The Live Pitch Off Event – Spotlight Stage, WHS Show Sydney

## 2. Who is Eligible to submit a concept for the Pitch Off:

Participation in the Pitch Off is open to:

- Business and professional service providers with relevant registration in Australia
- In addition to new business and service organisations, this year we welcome submissions from existing individuals and organisations who already partner with EML Group or the Mutual Benefits Program
- All submissions must:
  - ✓ Represent a new concept or idea, and
  - ✓ Not be an existing commercial product, service, or previously submitted initiative
- Employees, officers, contractors, or immediate family members of EML, its subsidiaries, or associated entities are not eligible to participate.

EML reserves the right to verify eligibility and exclude any participants who breach these conditions.

## 3. How do I disclose a potential conflict of interest?

If you are aware of a potential conflict of interest please email [mutualbenefits@eml.com.au](mailto:mutualbenefits@eml.com.au) to disclose all relevant information so that an informed decision can be made on whether we can move forward with the proposed initiative.

#### 4. What types of initiatives can be submitted to the Pitch-Off?

We welcome workplace-focused solutions that help organisations manage risk, prevent injury, and support recovery at work.

Submissions may include:

- **Risk management:** tools, frameworks, or programs to identify and manage workplace hazards
- **Injury prevention:** training, resources, campaigns, or technology that reduce physical or psychological injury
- **Workplace injury management:** employer-led tools, training, or models that support recovery and return to work

Formats can include: projects, tools, training programs, resources, research, pilots, or technology solutions

Key requirement: Clear, practical value for **workplaces, employers and workers**

#### 5. What makes a strong Pitch Off submission?

We are looking for concepts that are clear, practical, and capable of delivering real impact in workplace health, safety, wellbeing and injury management.

Strong submissions will:

- Address a **genuine and well-understood workplace problem**
- Present a **clear, practical solution** that is realistic to trial or deliver
- Demonstrate **tangible outcomes or improvements** for workers, employers or other stakeholders
- Show **alignment with current workplace priorities and industry needs**
- Provide a credible pathway to delivery, including consideration of timeframe, customer involvement, and feasibility.

#### 6. Can I submit more than one concept?

Yes! If you have different types of initiatives in mind that align with risk management, injury prevention and workplace injury management, we want to hear about them!

Whilst we are happy for you to submit multiple applications, only one concept per organisation will be eligible to progress as a finalist to The Pitch Off event.

#### 7. I have previously submitted my concept to the EML Group, via Mutual Benefits or otherwise, and it did not proceed. Can I resubmit this concept again?

No, if you have already submitted a concept via other forums, this cannot be re-submitted for the Pitch Off.

For The Pitch Off, we are looking for innovative, unique concepts that are outside the box and initiatives we haven't seen or heard of before.

#### 8. How would Mutual Benefits address the scenario where multiple people submit the same concept?

Each concept will be evaluated based on a set criterion which can benefit EML Group Customers and/or the broader community.

It is important to note that one of the key criteria for this initiative is that the concept is innovative and unique. If there are multiple people submitting the same concept, it may not meet this criterion.

### **9. Can I obtain injury or claims data to support my concept?**

EML Group is unable to provide access to any claims or injury data to support your concept. If you require access to this information we suggest exploring other avenues including regulators and nominal insurers, [Safe Work Australia](#), [Superfriend](#), or refer to the [“Inside the Minds of Australia’s Workplaces” Mental Health White Paper](#) for key insights and trends in the Workers Compensation industry nationally.

### **10. How will I know if my application is successful?**

Successful applicants will be notified via a phone call by **5pm Friday, 28 August** and offered the opportunity to participate in the live Pitch Off at the WHS Show Sydney in October. If you accept the invitation, the Mutual Benefits team will arrange a workshop with you to run through how “The Pitch Off” will work and what things to consider for your presentation.

### **11. What happens if my concept is not selected?**

The Mutual Benefits team will contact you to let you know you were unsuccessful by **5pm Friday 28 August**.

Noting that, we are always on the lookout for innovative initiatives, so if your concept has great potential and alignment, we may connect with you in the future to discuss your concept further.

### **12. How long do I have to present at “The Pitch Off”**

Each of the three finalists will have 5 minutes to present their concept with 2 minutes of live Q&A.

Finalists will be required to record a 30–45 second promotional video of their idea. EML will produce and publish these videos, using them to build awareness and engagement in the lead-up to the event.

### **13. How will the winner be determined?**

Each finalist will present their concept live at The Pitch Off, followed by a short Q&A with the judging panel.

The winner will be determined through a combination of:

- Judges’ scoring, based on criteria such as impact, innovation, feasibility, and alignment to workplace and/or industry priorities
- Live audience voting, providing a real-time perspective on relevance and resonance

Voting will open during the live event and close after all presentations are complete.

#### **14. During the presentation – how many presenters can be on the stage?**

Each presentation can have up to two presenters on stage

#### **15. What does the winner of “The Pitch Off” receive?**

The winner of the Pitch Off will secure a \$50,000 funding commitment from the Mutual Benefits Program to turn their concept into reality. A formal agreement will be negotiated following the event. See the [terms and conditions](#) for details.

#### **16. What about my Intellectual Property?**

Participants retain ownership of all intellectual property (IP) submitted or presented during the event. Participants should acknowledge that the event will be conducted in a public or semi-public forum and that ideas presented may be visible to third parties. EML takes no responsibility for any third-party misuse, duplication, or exploitation of ideas presented. The applicant is solely responsible for protecting any intellectual property rights (patents, trademarks, copyright, trade secrets etc.) and are advised not to disclose trade secrets or proprietary information unless adequately protected. Further information can be found in our [terms and conditions](#).

#### **17. What will happen post the event if I am the winner?**

If you are the winner of The Pitch Off the following steps will occur post event:

- EML Group will be in contact to set up a time to meet and discuss the next steps of getting your concept up and running.
- An agreement will need to be signed, highlighting the terms and conditions of the funding.
- A timeline for commencing the initiative will be discussed and implemented.