

# Form E101 APPLICATION FOR PREMIUM PRODUCT ENDORSEMENT

## PLEASE COMPLETE ALL FIELDS

Name of Legal Entity making this submission

Trading Name of Legal Entity

Description of product for which Endorsement is sought

Contact details of person authorised to sign on behalf of Legal Entity

Name

Position

Phone

Email

### Declaration

I declare that the information in this application is complete and correct, and that the Legal Entity named above owns any intellectual property associated with the product for which endorsement is sought.

I am authorised on the behalf of the provider to submit this application

[I have read and understand the terms and conditions.](#)

Signature

Date

## PAYMENT

FEE PAYABLE: \$990  
GST \$99  
**Total: \$1089**

CHEQUE (payable to NEAS)

EFT (BSB **032-099** ■ Acct No **187624** ■ Acct Name **NEAS**)

CREDIT CARD ([www.neas.org.au/qa-framework/payments](http://www.neas.org.au/qa-framework/payments))

**When making payment please quote E101 and entity name.**

## CONFIDENTIALITY

**CONFIDENTIALITY:** The information contained in this submission remains confidential to the Directors and Staff of NEAS and to NEAS Assessors, who are under contract of confidentiality to NEAS. The information may also be made available to governments.

## SUBMISSION OF DOCUMENTS

The completed form along with the attachments listed below and payment should be submitted to [neas@neas.org.au](mailto:neas@neas.org.au) or NEAS, Suite 211, 25-29 Berry Street, North Sydney NSW 2060

Documents may be submitted electronically or in hard copy. Please ensure that printed documents are double sided and are not in plastic sleeves. Accepted formats for video information are AVI, DivX, MOV, MPEG and MP4.

## ATTACHMENTS

Supporting information will be requested indicating how the following aspects of the product are designed and delivered.

### A. Origination

- A1. Research and development
- A2. Currency
- A3. Maintenance

### B. Use

- B1. Functionality
- B2. Ease of use
- B3. Validation and review

### C. Innovation

- C1. Originality
- C2. Creativity
- C3. User input opportunity

### D. User Outcomes

- D1. Meeting user need
- D2. Value perception
- D3. Completeness; total solution

### E. Community Benefit

- E1. Social
- E2. Technological
- E3. Economic
- E4. Political

## **Notes on Attachments**

A brief description should be provided under each of the following headings, with attendant documentary evidence where relevant.

### **A. Origination**

#### **A1. Research and development**

Initial research and the process of the product's development including:

- Quantified and qualified needs being addressed
- Benefits accruing to stakeholders

#### **A2. Currency**

Processes in place to ensure that the product retains currency within the ELT industry and remains relevant to stakeholders

- Ongoing benchmarking

#### **A3. Maintenance**

Processes in place to maintain the quality of the product

- Internal continuous improvement processes and strategies
- Review of market alternatives and substitutes

### **B. Use**

#### **B1. Functionality**

Evidence of how the product fulfils its purpose

#### **B2. Ease of use**

Demonstrated efficiency of the application of the product by end-users and associated stakeholders

#### **B3. Validation and review**

- Processes in place for regular review of the product
- Formal processes for validation of the product against identified standards

### **C. Innovation**

#### **C1. Originality**

How this product demonstrates a unique orientation

#### **C2. Creativity**

Evidence that the product development strategy captures and harnesses creative concepts

#### **C3. User input opportunity**

How feedback from stakeholders is integrated into the product development and/or review processes

## **D. User Outcomes**

### **D1. Meeting user need**

- How needs of users of the product have been determined
- How the product has been designed to meet those needs

### **D2. Value perception**

How the product demonstrates equilibrium on a price-quality attribution matrix

### **D3. Completeness; total solution**

To what extent the product provides a complete solution to identified stakeholder needs

## **E. Community Benefit**

### **E1. Social**

Any benefits of the product to an identified group and/or the wider community

### **E2. Technological**

- Do technological aspects of the product feature as a substantial element of the capacity for the product to meet user needs?
- If so, how?

### **E3. Economic**

The economic benefits of the product to users and other stakeholders, including (if relevant) the wider community

### **E4. Political**

Any political benefits of the product in the ELT context nationally and/or internationally

## **Courses**

Where the product is a course, a copy of the syllabus should be submitted.