How to participate in Best of PIXIE programme

Installation · https://pixiepartners.com.au/support-docs/how-to-participate-in-best-of-pixie-programme/

Support Docs · Best of PIXIE

How to participate *in Best of PIXIE.* The instructive guide.

The companion to the programme overview page. Walks you through what Best of PIXIE actually is, why participating delivers real value to your business, exactly what to capture on site at handover, how to submit, and what happens after. Built for electricians who want to know, in plain terms, what they're signing up for and why it's worth their time.

10 min read Updated May 2026 Audience: PIXIE Partners and PIXIE Certified Installers

Recognition that pays

Who this article is for.

Registered PIXIE Partners considering submitting a project to Best of PIXIE, and any electrician who has heard of the programme but isn't sure what it is or whether it's worth participating. If you have a completed PIXIE project on the books, this is the practical guide to turning it into points, recognition and free marketing for your business.

Question 1

What is Best of PIXIE, exactly?

Best of PIXIE is the official recognition programme for Australian electricians installing PIXIE smart home systems. Submit any completed PIXIE project, get recognised, get rewarded. It runs on two tracks at the same time, so every submission has both a near-term and a long-term outcome.

Best of PIXIE *(quarterly)*

Open for submissions year-round. PIXIE selects winners each quarter across the four award categories. Winners receive PIXIE Points, a digital badge, an elevated installer directory listing, and a published case study on pixieplus.com.au.

Approved entries always get a published case study. Winning is the bonus. The recognition starts on submission.

PIXIE Home of *the Year (annual)*

The flagship award, presented each December. Finalists are drawn from the year's quarterly winners. The national winner and state winners are announced together.

Finalists receive a professional photo and video shoot of the winning project, organised and funded by PIXIE. Photography you'd otherwise pay a commercial photographer for, delivered free.

Every submission earns. Win or not.
The points scale rewards the quality and completeness of what you submit, not just the outcome. A complete submission with photos, a video, and a clean spec card earns thousands of PIXIE Points whether the project wins its quarter or not. Winning multiplies the value but submitting alone delivers it.

Question 2 · The WHY

What's actually in it *for my business?*

Five concrete benefits to a PIXIE Partner business. None of them are theoretical. All of them are work you'd otherwise have to pay for or grind out yourself.

PIXIE Points *that stack with your purchases*

Up to 10,000 points from a single winning entry. Points stack on top of the points you already earn from PIXIE product purchases. Redeem for free PIXIE product on your next job, lowering material cost on the work you're already doing.

The full points scale runs from 1,000 (mini case study) to 10,000 (quarterly winner). Real product value back in the business.

Free marketing *at scale*

PIXIE writes the case study, hosts it on pixieplus.com.au (a high-traffic Australian consumer site that homeowners actively search), and amplifies it across PIXIE social channels. Your business name, your work, in front of homeowners actively shopping for an installer.

Marketing exposure on this scale would otherwise be a paid line item. Here, it's part of submitting.

Directory boost *where it matters*

Winners get an elevated, badge-decorated listing in the PIXIE Certified Installer directory. When a homeowner searches the directory for an installer in your area, your award badge sits at the top of the result.

Homeowners use this directory to make the call. Being highlighted is a sales advantage you can't easily buy.

Quote-stage *trust signal*

The Best of PIXIE digital badge goes on your quote documents, your website, your email signature and your social. It signals to homeowners and builders that your work has been independently assessed and recognised by the brand they're seeing in the showroom and the catalogue.

A trust signal at quote stage helps conversion on the projects you're already pricing.

Free professional *photo and video shoot*

For PIXIE Home of the Year finalists, PIXIE organises and funds a professional photo and video shoot of the winning project. Commercial photography on a residential install would normally be a substantial out-of-pocket cost; here it is funded by PIXIE.

You get the assets. You get to use them on your portfolio, your social, your future tenders.

Compounding value *on every project*

Make this part of your handover process and every project you complete becomes a PIXIE Points run, a marketing asset, and a quote-stage credibility builder. The cost is minutes per project. The return compounds across your run rate.

Submit one a quarter. Submit one a month. Submit them all. The programme is built so that participation alone is rewarded.

The bottom line

Marketing, points, and a credibility boost. *For ten minutes per project.*

If you've already done the hard work (specifying, installing, commissioning a quality PIXIE smart home), the cost of capturing and submitting is trivial relative to the return. Every approved entry gets a published case study. Every submission earns points. Winners get the badge, the directory boost and the marketing amplification on top.

Question 3

What's it *going to cost me in time?*

Honest answer: under 20 minutes per project, split across two activities. Most of the time saving comes from doing the on-site capture **at handover**, not trying to go back later.

On site at handover

~10 minutes, while you're already there with the homeowner present and the system commissioned.

- Take the photos (minimum 6, more is better)
- Record a 60 to 90 second walkthrough video on your phone
- Get the homeowner to sign the consent form

Online submission

~10 minutes from your laptop or phone, any time after handover.

- Log into your PIXIE Partners account
- Upload the photos and the consent form, paste the video link
- Fill in the project spec card (auto-fills your details)
- Submit

Total: under 20 minutes per project. The on-site capture is the part that has to happen at handover. Online submission can wait.

Golden rule: capture everything at handover, not six months later.

The homeowner is on-site. The house is presentable. The system is running. This is the only time it all lines up. Once the project is handed over and you're on the next job, going back to capture is hard, awkward and often impossible. Add Best of PIXIE capture to your handover checklist alongside testing and walkthrough; it stays a habit, not a chore.

Question 4

What do I actually *capture on site?*

Three things: photos, a short video, and a signed consent form. The order doesn't matter, but get all three before you leave.

Photos

Required · minimum 6

Phone photos are absolutely fine. The PIXIE team assesses and may request additional shots if needed. Natural light and a tidy space make a substantial difference.

- Overall room shots showing the install in context
- Close-ups of switches, keypads, panels and control devices
- "Scene mode" shots: lights at different levels, blinds in position, fans running
- The switchboard or panel showing the PIXIE infrastructure
- The homeowner using the system (with permission): app, voice, wall switches
- Format: JPEG, PNG or WebP

Walkthrough video

Optional · strongly recommended

A short video meaningfully increases your points and your chances of winning. Phone footage is fine, no editing required. Adds **3,000 to 6,000 PIXIE Points** versus a photo-only submission.

- 60 to 90 seconds, single take
- Walk through the home with the system running
- Narrate what's happening as you go
- Upload to Google Drive, Dropbox or WeTransfer
- Paste the share link into the submission form (don't try to upload the file directly)

Homeowner consent form

Required · deal-breaker

One-page document. Two minutes on-site. PIXIE will not publish anything without a signed consent form on file. Print before handover so you don't forget.

- Download and print the form before you leave for the job
- Get it signed at handover, before you pack up
- Photograph or scan the signed form (a clear phone photo is fine)
- Upload it with the rest of your submission
- Homeowners can opt out of address publication or anonymise faces

Download the prep pack before you leave the office.

The submission guide and the consent form sit in the Resources section at the end of this article. Download both, print the consent form, and add them to your handover folder. Fifteen minutes of prep makes every future handover seamless.

Question 5

How do I submit?

Three steps. The form sits inside your PIXIE Partners account so most of your details are already pre-filled.

1

Capture *at handover*

This is the step covered above. Photos, walkthrough video, signed consent form, all done while you're still on-site. Don't leave without all three.

2

Complete the *online submission form*

Log into your PIXIE Partners account and open the submission form. The form has three pages.

Page 1
Your details
Name, company, email, phone, state. Auto-filled from your PIXIE Partners account. No re-typing.
Page 2
Project spec
Award category, project description, device types installed, scenes and automations programmed, third-party integrations (voice assistants, AC, blinds, etc.). The detail you'd write on a project handover summary.
Page 3
Media and consent
Upload your photos, paste your video share link, upload the signed consent form. Confirm the submission.
3

PIXIE handles *the rest*

Once submitted, the PIXIE team reviews your entry for quality and completeness. If it meets the standard, they write up the case study draft and send it to you for approval before anything goes live. You review, request any changes, sign off, and PIXIE publishes.

Your PIXIE Points are credited on approval. The badge (if you win) is delivered with the quarterly winner notification.

Question 6

What happens *after I submit?*

Six stages from submission through to publication. Realistic timelines, no hand-waving.

1

Submission received Same day

Automatic confirmation email. Your entry is logged in the PIXIE system and queued for review.

2

Quality review 5 to 10 business days

The PIXIE team assesses against the programme criteria: photo quality, project complexity, completeness of the spec card, signed consent form. Submissions are reviewed in the order received.

3

Outcome notification After review

Email confirming approval, or a request for additional information if anything is missing or unclear. Most "more info" requests are resolved within a single email exchange.

4

Case study draft Approved entries

PIXIE prepares a case study draft and sends it to you. You review, correct any details, add a quote if you'd like one, and request changes.

5

Publication After your sign-off

Once you approve the draft, PIXIE publishes the case study on pixieplus.com.au and amplifies it across PIXIE social channels. PIXIE Points are credited to your account on publication. Mini cases are typically published within 7 days of approval.

6

Quarterly winner announcement End of each quarter

PIXIE selects the best submission per category. Winners are notified directly and receive their digital badge. Quarterly winners are then in the running for PIXIE Home of the Year, announced each December.

You retain editorial control.
Nothing is published with your name on it without your sign-off. If you don't like a phrase or a photo crop, change it. If you want to add a homeowner quote, add it. The case study only goes live when you say yes.

A different path in

What if my client wants *to nominate me?*

Homeowners can nominate their electrician directly via pixieplus.com.au. When PIXIE receives a nomination, the team identifies the installer in the PIXIE Partners system and reaches out to invite a formal entry.

How to use this if a client mentions it.
If a homeowner mentions they'd like to nominate you, point them to **pixieplus.com.au**. The nomination form is quick and the homeowner doesn't need an account. A homeowner nomination doesn't automatically enter you into the programme; it triggers an invitation from PIXIE for you to submit via the standard form. From there, the path is the same as a self-submission.

A homeowner nomination is also a useful nudge from a satisfied client back to you. If they're prepared to write a few sentences about the project, that material often becomes the basis for a strong submission and an even stronger published case study.

Pick the right category

Four categories. *One standard: outstanding.*

Every submission is assessed on real-world outcome, install quality, and the value delivered to the homeowner. Choose the category that best fits the project's defining strength.

Design

Standout aesthetic and design thinking in a PIXIE install. Wall plate selection, scene programming, room-by-room cohesion, the way the system makes the home feel.

Budget Genius

Maximum outcome delivered from a smart, well-managed budget. Specification choices that punched above their weight, clever use of MASTER Link and Multifunction Controllers, accessible smart home for a typical budget.

Best Retrofit

Outstanding smart upgrade of an existing home. No new wiring required. The kind of job where PIXIE's no-neutral, mesh-based architecture proves itself against the alternative of full rewiring.

Energy Saver

Automation delivering measurable real-world energy savings. Schedules, occupancy logic, AC zoning, climate-aware control. Projects where the smart home pays back its install cost in operating cost reduction.

Points scale

What every *submission earns.*

Points are awarded on approval. They stack on top of the points you already earn from PIXIE product purchases. Redeem at pixiepartners.com.au/pixie-points-claims.

Submission type	Points earned
Mini case study (survey + 3 photos)	1,000 pts
Full photo set + project spec card	3,000 pts
Short video (under 90 seconds) + photos	6,000 pts
Quarterly winner (hero story)	10,000 pts

The video is the single biggest point lift.

A short walkthrough video on your phone moves you from 3,000 points to 6,000 points and meaningfully increases your chances of being selected as a quarterly winner. Sixty to ninety seconds, single take, no editing. The point return per minute of effort is hard to beat anywhere else in the PIXIE Points programme.

The rules

Eligibility and *key terms.*

The full programme terms, judging process and prize conditions are in the linked terms and conditions document. Six rules cover the most common questions.

Rule	Detail
Who can enter	Registered PIXIE Partners only. Sign in to your account to access the form.
Project age	Submissions must feature projects completed within the last 12 months.
Primary product	Projects must use PIXIE products as the primary smart home control system.
Consent form	Required for every submission. PIXIE will not publish without it.
Quality bar	PIXIE reserves the right to disqualify submissions that do not meet the quality standard.
Points	Credited to the account of the submitting PIXIE Partner on approval. Quarterly winners selected by the PIXIE team; the decision is final.

Everything in one place

All the resources *you'll need.*

Bookmark this list. Download the consent form before your next handover.

Programme overview Best of PIXIE main page The marketing and recognition page Submit Submission form Login required (PIXIE Partners account) Terms Programme terms and conditions Full eligibility, judging and prize conditions PDF Electrician Overview Single-page A4 reference PDF

Submission Guide 2026 Photography and project spec card guide PDF Homeowner Consent Form Print before your next handover PDF Programme Process map Visual swim-lane from job site to rewards Inspiration Past case studies See what winning submissions look like Video Programme explainer video YouTube. URL to be confirmed. Video Submission walkthrough video YouTube. URL to be confirmed.

Frequently asked

FAQ

Can I submit multiple projects? ▾

Yes. Submit as many qualifying projects as you'd like. Each submission earns its own PIXIE Points and each is independently considered for the quarterly award. There is no per-Partner cap on submissions.

Does my project have to use PIXIE for everything? ▾

PIXIE must be the primary smart home control system. Third-party integrations (voice assistants, AC controllers, blind motors, intercoms, security panels) are not just allowed but encouraged; describe them on Page 2 of the submission form. They strengthen the project spec.

What if my photos aren't great? ▾

Phone photography is fine. The PIXIE team assesses and may ask for additional shots if needed; that's a normal part of the review, not a rejection. Two practical things make the biggest difference: **natural light** and a **tidy space**. Open the curtains, clear the bench, and shoot at a level angle.

Do I have to film a walkthrough video? ▾

No, it's optional. But it doubles the points (3,000 to 6,000) and meaningfully increases your chances of being selected as a quarterly winner. Sixty to ninety seconds, single take, no editing required. Phone footage is fine. Best return per minute of effort in the entire programme.

Can I submit a project a homeowner has nominated me for? ▾

Yes. Homeowner nominations are an invitation to submit, not an automatic entry. When PIXIE receives a nomination, you'll receive an email asking you to submit via the standard form. From there, the path is identical to self-submission.

What if the homeowner doesn't want to be photographed? ▾

Homeowners can opt out of address publication and anonymise faces in photos via the consent form. The form has check-boxes for both options. Photographing the install (rooms, switches, panels) without the homeowner in shot is straightforward and produces excellent submissions.

What if my submission is rejected? ▾

"Rejected" is rare. More common is a request for additional information (better photo of a particular area, missing detail on the spec card, a clearer scan of the consent form). One email exchange usually resolves it. Most submissions that go in clean go through.

How long does it take to be published? ▾

Realistic timeline: 5 to 10 business days for review, then a few days for case study drafting, then your sign-off, then publication. Mini cases are typically published within 7 days of your approval. The PIXIE team is fast; the slowest part is usually waiting for the submitter to approve the case study draft.

Can I redeem the points right away? ▾

Yes. Points are credited on submission approval and are immediately available in your PIXIE Points account for redemption. Stack them with points from product purchases for free PIXIE product on your next job.

What does "quality review" actually look at? ▾

Four things: photo clarity (in focus, well lit, the right subjects), project complexity (the depth of PIXIE deployment), completeness of the spec card (filled in honestly and in detail), and a signed consent form on file. None of these is a high bar; most clean submissions sail through on first review.

Do I need to be a PIXIE Certified Installer to enter? ▾

You need to be a registered PIXIE Partner. PIXIE Certified Installer is a different (free) certification programme that delivers training and a Certified Installer profile. Many participants are both. If you're not a Partner yet, register at pixiepartners.com.au.

Got a great job *on your books? Submit it.*

Under 20 minutes per project, end to end. PIXIE handles the writing, the editing, and the publishing. Your best work, recognised and promoted by the brand you use every day. Every submission earns. Winners earn more.

Submit your project → Programme overview

Questions? Contact the PIXIE Partners team directly:

Email partners@pixiepartners.com.au · Phone 1800 256 843 (Monday to Friday, 10am to 5pm)