

2 The 47th Australian Export Awards

WINNERS AND FINALISTS



Eye-catching: Winner aussieBum

PRIME MINISTER'S AUSTRALIAN EXPORTER OF THE YEAR AWARD

WINNER: NOJA Power Switchgear

Commerce And Industry AGRIBUSINESS AWARD

WINNER: Capilano Honey

FINALISTS: Almondco Australia
Frogmore Creek Wines
Grain Pool
Hy Gain Feeds
Namo Cotton
S-Co-operative
North Australian Cattle Company

Australia Post ARTS AND ENTERTAINMENT AWARD

WINNER: Firemint

FINALISTS: Co-Opera
Lucy Media
Petrol Records International
Twi Design Aboriginal Corporation
Urban Art Projects

CPA Australia EDUCATION AND TRAINING AWARD

WINNER: Australian Skills Training

FINALISTS: CIT Solutions
Deakin University
Griffith University
Silver Trowel Trade Training
Sydac
The Hutchins School
The University of Western Sydney

Enterprise Connect EMERGING EXPORTER AWARD

WINNER: Levett Engineering

FINALISTS: CBG Systems
Great Southern Waters
Nuix
OM (Manganese)
Synforce
The Wine and Truffle Company
Windlab Systems

Ernst & Young INFORMATION AND COMMUNICATION TECHNOLOGY AWARD

WINNER: SMARTS Group

FINALISTS: Embed
International
Onika
stratsec
Tantalus Media
The Learning Edge

International YourAmigo

Australian Made LARGE ADVANCED MANUFACTURER AWARD

WINNER: NOJA Power Switchgear
FINALISTS: OneSteel Whyalla
ResMed
Solahart Industries
Varian Australia

Austrade LARGE SERVICES AWARD

WINNER: Servcorp
FINALISTS: Adventure Tours
Australia Group
Ansaldos STS Australia
Aspen Medical
RightShip

Minerals Council of Australia MINERALS AND ENERGY AWARD

WINNER: Wesfarmers Curragh
FINALISTS: Alcoa of Australia
Energy Resources of Australia
Gujarat NRE Minerals

TradeStart REGIONAL EXPORTER AWARD

WINNER: Autech Software and Design
FINALISTS: Clyne Foods
Kelly Engineering
MSMilling
Superior Jetties

Department of Innovation, Industry, Science and Research

SMALL BUSINESS AWARD

WINNER: Alice Springs Helicopters
FINALISTS: Absolute Data Group
Akelkic and Associates
Currawong Engineering
Gemtree Vineyards
Netbased Software
Recruitment Systems

Commonwealth Bank SMALL TO MEDIUM MANUFACTURER AWARD

WINNER: aussieBum

FINALISTS: Australian Clutch Services
Dysole
Future Fibre Technologies
Lineteck Engineering
Peak Well Services
Richardson Devine Marine
Construction
Triax

Export finance and Insurance Corporation SMALL TO MEDIUM SERVICES AWARD

WINNER: Pivot Maritime International

FINALISTS: Airbiz Aviation Strategies
PLN Lawyers
Populus
Sentinel
Silverise
Vaxine

OVERVIEW

From Down Under to Down Wonder

Australia's stunning trade performance in the face of the global downturn has set an example to the rest of the world. LAURA CENCIGH-ALBULARIO reports on how the power of proximity has replaced the tyranny of distance.

THE GFC might more accurately be dubbed the NAF - North Atlantic Financial Crisis - if the performance of Australia's exporters is anything to go by.

Australian exporters have coped extremely well in comparison with companies in other developed nations over the past 18 months.

These leading exporters celebrated their success at last week's 47th Australian Export Awards, which saw 12 category winners chosen from 77 national finalists.

Despite World Trade Organisation predictions of a nine per cent drop in world trade volumes over 2009, Australia has stood out as one of the only OECD nations to experience export growth.

According to the Reserve Bank of Australia's Statement on Monetary Policy, released this month, Australia's export volumes increased by three per cent in the first half of the year and are estimated to have increased slightly in the September quarter.

Furthermore, the 2009 DHL Export Barometer indicates that staff retention has been reasonably high throughout the downturn, with 34 per cent of exporters expecting to employ more staff, and 55 per cent planning to keep staff levels the same over this financial year.

Austrade's chief economist, Tim Harcourt, says Australia's geographical position, which was once seen as a disadvantage, is now working in our favour, due to our proximity to emerging economies such as China.

"The power of proximity has replaced the tyranny of distance," he says. "Advanced economies in Europe, the UK and US, have struggled with the financial crisis a great deal, while emerging economies such as China, India, Latin America, the Middle East and ASEAN nations haven't been hit as hard.

"It's more of a North Atlantic financial crisis than a global crisis in some ways."

A prime example of an Australian exporter powering through the downturn is Australian Export Awards Information and Technology award winner, Smarts Group.

The provider of market surveillance technology for exchanges, regulators and stock broking firms has seen additional sales opportunities as a result of the downturn, with

wider recognition of the importance of improved market regulation and monitoring. It has seen exports grow by over 30 per cent in the past financial year and plans to double its staff in the next five years.

Austrade CEO, Peter O'Byrne, says the 77 national award finalists have combined, generated more than \$10.4 billion in export earnings and employ more than 30,000 people.

"In what has been a challenging 18 months for the business community and the global economy, it's inspiring to read the success stories of this year's national finalists," Mr O'Byrne says.

"Their determination, sound risk management and financial strategies have ensured they not only maintained their export market share, but in many cases, experienced export growth."

More than half of this year's national finalists are newcomers to the program. They come from a diverse range of industries, reflecting the breadth of Australia's export capacity.

"(They range) from small family-owned wineries and an almond producer in the Agribusiness category to opera, Aboriginal art and digital games companies competing in the Arts and Entertainment category," Mr O'Byrne says.

"There are clean energy and medical companies in the Large Advanced Manufacturer category and the successful commercialisation of financial software and information security testing in the Information and Communication Technology category."

In the words of Mr Harcourt, these exporters have helped to take us from "down under to down wonder".

He adds: "In the worst global economic crisis in 70 years, exporters are the rock of the Australian labour market, providing an important foundation against rising unemployment and leading the way forward to economic recovery."

This is not to discount the fact that exporters have had to deal with their fair share of challenges of late.

According to the Export Barometer, the downturn has had a negative impact on 50 per cent of exporters, particularly big businesses, and those in the mining and tourism sectors.

MINISTER'S MESSAGE

EXPORTERS SHOW RESILIENCE AND INNOVATION



SIMON CREAN
Minister for Trade

THE annual Australian Export Awards present an opportunity to take stock of Australia's exporting performance over the last 12 months. And there is much to celebrate.

The 77 finalists at the 47th Australian Export Awards between them earned more than \$10 billion in exports and employed more than 30,000 people last year. That represents a significant contribution to our economy.

This time last year, the world economy was facing its worst crisis since the Great Depression. Export markets around the world were hit hard as many

economies went into recession.

Against this backdrop, our exporters proved resilient, with the value of exports increasing by \$51.8 billion in 2008-09, compared to the previous financial year.

This was a testament to the perseverance of Australian exporters and the quality of their products and services.

It also reflects the underlying strength of the Australian economy, which fared better than most any other developed economy. Today, Australia is the only one of 33 IMF advanced economies that is forecast to generate positive growth over 2009. Another critical factor to Australia weathering the economic downturn was our engagement with Asia, and in particular the resilience of the Chinese and Indian markets.

As the world economy slumped into recession, there was a push in some quarters towards the old practice of protectionism and trade barriers. But we learnt the lessons of the past and did not repeat those mistakes.

Australia also benefited from market reforms put in place a generation ago by the Hawke and Keating governments,

and from the impact of an internationally coordinated response through the G20.

As a lead player in the G20 and APEC, Australia has helped to shape international initiatives to improve the availability of trade finance in order to ensure that trade remains an economic stimulus.

The latest Treasury forecasts for the Australian economy put our growth in 2009-10 at 1.5 per cent, and 2.75 per cent in 2010-11. This puts Australian exporters in a strong position for the year ahead.

The Australian Export Award winners for 2009 reflect the strength, diversity and innovation demonstrated by Australian businesses. From digital game makers, Firemint to safety training experts, Australian Skills Training, and from honey exporters Capilano Honey to services provider, Servcorp, the award winners tell the story of Australia's business success in a range of industries, across all sizes of enterprise, from rural and urban areas. Importantly, the judging process for the awards takes a holistic view of the company's commitment to exporting,

taking into account the business journey and innovation.

The winner of the Large Advanced Manufacturer Award and the Prime Minister's Australian Exporter of the Year, NOJA Power Switchgear, illustrates how Australian businesses can position themselves into the future.

NOJA Power's leading-edge electrical switchgear products have been developed in a way that completely eliminates the need for the harmful greenhouse gas, sulphur hexafluoride, which is commonly used as an insulant in industrial applications.

The innovation and expertise behind these green products has provided the company a competitive advantage that has seen it grow from its foundation in 2002, to exporting to 70 countries and employing 80 people.

As a knowledge economy, Australia has the skills and expertise to identify and implement innovative solutions to a range of challenges across all industry sectors. The ICT Award winner, Smarts Group, is another great example with its world-leading security market surveillance systems, which can help identify insider trading and other

unusual movements on stock exchanges.

Simply by taking the time to prepare an entry into the Export Awards, Australian companies are able to take stock of their performance and identify future opportunities, be it through innovation or market identification.

Just as exporters must build on their past successes, so, too, must the Australian Government build on the strength of our economy. That's why the Rudd Government is committed to a twin-pillars approach to trade reform. The first pillar is reform at the border through trade agreements. The second is the behind the border issues of structural reform. If we can continue our efforts in structural reform and increase our productivity and competitiveness, then Australia, and its exporters, will be well positioned to take advantage of market opportunities.

The 47th Australian Export Awards ceremony was a recognition and celebration of the vital role exporters have played in Australia's strong economy. I wholeheartedly congratulate all the winners and finalists and encourage other Australian businesses to follow their fine lead.

Wall Street: Australia has escaped the fate of the North Atlantic economies



IN THE WORST GLOBAL ECONOMIC CRISIS IN 70 YEARS, EXPORTERS ARE THE ROCK OF THE AUSTRALIAN LABOUR MARKET

TIM HARCOURT
Austrade chief economist

However, the drop in the Aussie dollar has provided a silver lining in some cases, making Australian exports more affordable for new international markets, according to Mr Harcourt: "You get a bit of an opportunity to meet new customers and meet new markets when the dollar is on your side, and once they know you, you can consolidate your position."

Australia is also making the most of the fight against climate change, drawing upon its strong track record for innovation.

According to Mr Harcourt, signing the Kyoto protocol was an important symbol of Australia's commitment to climate change, giving it greater green credibility in the international arena. "We're putting the green back

into green and gold," Mr Harcourt says. "Basically whatever we do we're strong - whether it's green building, water or renewable energy. Having to tame our climate, with a small population across vast distances, has given us great environmental capabilities."

The Export Awards' overall winner, NOJA Power Switchgear, is one example. The Queensland-based company develops and manufactures a range of switchgear products that eliminate the need for insulants typically used in the industry which emit harmful greenhouse gases.

Founded in 2002, the company is now exporting to 70 countries and its annual sales exceed \$30 million.

First two tours sold out - third tour announced!

Circumnavigation of Australia

February 26 to March 20, 2010

Cruise on the Rhapsody of the Seas and see the highlights of Northern Australia on a circumnavigation of the continent before travelling in classic style back to Sydney on the Indian Pacific.

The tour includes 17 days on the luxurious Rhapsody of the Seas, 3 nights aboard the Indian Pacific in Gold service as well as sightseeing tours of Brisbane, Cairns, Port Moresby, Darwin, Broome, Exmouth, Perth and Fremantle. All meals on board Rhapsody of the Seas and the Indian Pacific are included in the one great price.

The first two tours sold out quickly so be sure to book early to avoid disappointment.

To book your place on board the Rhapsody of the Seas and the Indian Pacific call Travelrite now on 1800 630 343 or email balwyn@travelrite.com.au

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