

AUSTRALIAN EXPORT AWARDS

Women doing business globally

Austrade issues a challenge to women in export

Statistics show that a growing number of Australia's female business owners are engaging internationally, yet so far only a few of them have nominated themselves for the annual Australian Export Awards.

Of the 76 companies that made the finals last year, only a handful of those listed women in senior executive roles. This is despite the fact that 29 per cent of women-owned organisations in Australia earn more than 50 per cent of their sales internationally. That's according to the *'Australia's underestimated resource: Women doing business globally'* report published by The University of Melbourne and Women in Global Business.

"Women have proved themselves to be highly successful in doing business internationally. There are lots of triumphs out there but they don't put themselves forward for recognition and awards despite being major exporters. We want to change that. We strongly encourage women to enter this year's Australian Export Awards. We want to see them championed on stage. We want them to inspire other women to stand up and apply for the awards" says Cynthia Balogh, National Program Manager, Women in Global Business.

Balogh says despite the fast growing numbers of women engaging offshore, some barriers remain. These include access to finance, resources and information. But for those already finding success selling their products or services internationally, the Australian Export Awards is a fantastic opportunity for businesses to be recognised for their achievements and learn from fellow exporters.

Previous national finalists including CEO Professor Karen Woolley of Proscribe Medical (QLD) and Managing Director Tamara Gahr of Serana (WA) are great role models for Australian business women.

Businesses of all sizes across a diverse range of industries are recognised through the export awards program at the state and national level each year. In 2014, a new online sales category has also been launched specifically catering for businesses who are conducting their international business activities online.

Applications are now open and all women-run businesses that earn foreign revenue are encouraged to apply.

Businesses apply through their local State or Territory export awards program and help is available to answer any questions that applicants may have. Winners of these programs progress to the Australian Export Awards.

For more information on the Australian Export Awards please visit www.exportawards.gov.au



Austrade will host a special **webinar** for women in global business that are interested in applying in the Australian Export Awards program.

Register here



The Australian Export Awards is a national program that recognises and honours Australian companies engaged in international business who have achieved sustainable growth through innovation and commitment. **Apply now at www.exportawards.gov.au**