

EXPORT AWARDS - WORKING DOCUMENT

Please use this document to prepare your text responses to Questions 2-6 for the 2018 Export Awards. Financial data required should be entered directly onto the online application.

[Applications to the state and territory export award programs must be submitted online via exportawards.gov.au/apply](https://exportawards.gov.au/apply)

Tips for Applying

- It's not just what your business achieved – it's how you did it! Tell us your export story, highlight your achievements, how you overcame challenges, and the innovative business practices you have implemented to foster relationships with customers, develop staff and contribute to the communities to which you export.
- Don't assume that the judges are already aware of your organisation, its products or successes.
- The financial details are important but not the only criteria - detail how the business has achieved sustainable growth overseas
- Answers can be in bullet point form if this helps you to articulate your answers more clearly.
- Use actual examples where possible to demonstrate your responses.
- Focus on your international business success, emphasising your achievements in the current year (2017/18).
- Completing the other applications questions first might assist you in writing the Executive Summary.

CONTACT DETAILS

- You will be required to input the details of your company head as well as the awards/media contact.
- When submitting your organisation name please type it how you would like it written in marketing and promotional material.
- You will also be asked to identify the year that the business was established and the year it commenced exporting.
- If your business is a subsidiary/affiliate of another organisation you will be asked to disclose this information

1. EXECUTIVE SUMMARY

This should provide a snapshot of the unique features of your business, products and services, how the business grew its exports and developed new or key markets. This information should be an informative introduction for both the judges and public. This description may be used in promotional material for the export awards. See here for an example: [Link to sample program page](#). [200 words]

2. ABOUT THE BUSINESS AND ITS PRODUCT/SERVICES **25% WEIGHTING**

- 2.1 Business History:** *Briefly outline when your business started and the motivation behind its development. Outline key business milestones such as expansion in operations, product/service range and/or markets serviced as well as any major achievements. [100 words]*

- 2.2 Product and/or service offering:** *Describe the products/services/IP being exported – what makes it unique/competitive and what value does it provide to clients? Outline the industries that use your product. [200 words]*

2.3 Summarise your international business successes this year (2017/2018) – *this may include how you have achieved export growth (sales, volumes, markets serviced, contracts acquired, market expansion, new products/services developed (including IP that your company may have developed)), international recognition, improved distribution channels, new product lines, investment in staffing resources, new business practices, and any other information that will explain your improved international business performance.* Provide quantitative results and specific examples where possible. [200 words]



2.4 Category Specific Questions [400 words]

2.4.1 For Agribusiness category applicants only

Please outline what your business has done that can be considered innovative and/or market leading in the agribusiness sector (this may relate to your response to issues arising in the industry, your product, supply chain management, R&D).

2.4.2 For Business Services category applicants only

Please outline how your business has differentiated its products and services from those of your competitors? What are the unique benefits of your service offering to your clients?

2.4.3 For Creative Industries category applicants only

Please explain what your business brings to an international audience? This may include cultural exchange, education, and technologies/techniques/design not commonly seen in that market.

2.4.4 For Digital Technologies category applicants only

What strategies have you implemented to ensure that your business has a sustained future growth in the digital technology industry? Consider your R&D investment, product and industry diversification.

2.4.5 For e-Commerce category applicants only

Can you please identify the innovative online practices/strategies implemented to maximise your reach to your overseas customer base. Please also identify the systems you have in place to support your online business (platforms, tools used, logistics, customer engagement - localisation, customisation, mobile technology and customer service).

2.4.6 For Education and Training applicants only

Please outline what your business is doing to attract customers/international students in relation to your competitors. This may include the implementation of innovative education technology tools, new courses tailored to a particular market or demand as well as providing value add services for customers/students.

2.4.7 For Environmental Solutions applicants only

Please outline what your product/services offers your clients in terms of maximisation of environmental benefit, reduction of environmental impact, and contributing to long-term sustainability.

2.4.8 For Health and Biotechnology applicants only

Please outline how has your business is contributing to the Health & Biotech sector? This may include what health benefits your products/services are offering to clients/consumers? What differentiates your products/services from competitors? This could include investment in R&D to continually improve solutions, the identification of new products/services as a result of your international customer-base.

2.4.9 Manufacturing category applicants only

Please outline how your business has improved its supply chain and manufacturing practices to optimise efficiencies, quality, production capacity and/or customer satisfaction.

- a) *What percentage of your manufacturing output (value) comes from your Australian manufacturing activities?*
- b) *Please list the Australian states and countries where you have manufacturing facilities in operation.*

2.4.10 Minerals, Energy and Related Services category applicants only

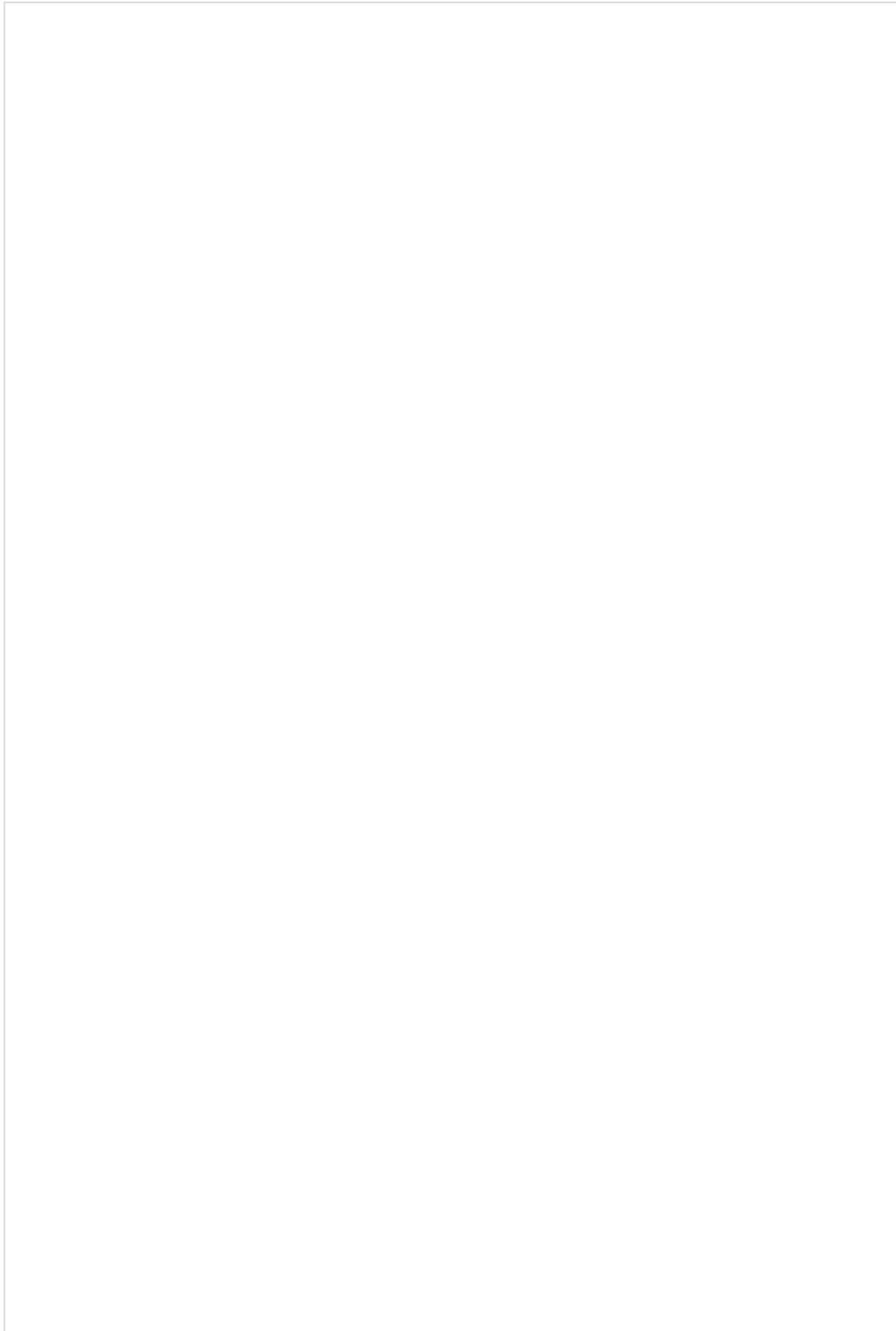
Please outline any challenges you have encountered in the past year in your industry sector and the strategies you employed to achieve success. This may include product/industry/market diversification.

3. INTERNATIONAL BUSINESS STRATEGY 40% WEIGHTING

3.1 International Business Strategy: *Outline your business' approach to international expansion, country selection, and market entry as well as business decisions that have been executed relating to R&D, capacity building and resourcing to support your international business activities [200 words]*



3.2 Outline your international marketing strategy and outcomes - *Outline the product, promotion, distribution, and pricing **strategies** that have been implemented to maximise your competitive advantage and support new and existing markets. Outline what activities your business has undertaken in 2017/18 to support your marketing strategy and list the key outcomes of your marketing strategy. [500 words]*



3.3 International sales figures

Please enter your total sales revenue & international sales revenue directly into the online site.

You will need to submit your total sales revenue (domestic & international sales) and foreign revenue for the past 3 financial years, so please have this information ready.

Applicants to the E-commerce award category will also be required to submit foreign revenue data specifically related to their online sales.

If you report figures on a calendar year basis all data should reflect actual figures not estimates. The 2015/2016 line will be 2015 figures, 2016/2017 will be 2016 figures and 2017/2018 will be 2017 figures.

3.4 Key Export Markets (Countries)

Applicants are asked to show the foreign revenue derived from their key export markets (up to 9) over the past 3 financial years. Please have this information ready for submission.

55% COMPLETE

4. BUSINESS MANAGEMENT 25% WEIGHTING

4.1 Human Resources

Provide the total number of employees over the past three years. Identify the % of employees employed in Australia.

	2015/16	2016/17	2017/18
Total no. of employees			
% employed in Australia			

Identify HR strategies in place to support your international business – including structure (geographical spread of staff and sales to production staff ratio), diversity policies in place to enhance workplace effectiveness, and learning & development programs on offer such as cultural awareness training and supporting language capabilities). [200 words]

4.2 Risk Management

Outline the major risk concerns for your international business operation and strategies in place to manage this risk (*consider legal & intellectual property, country risk, commercial risk, market risk, production quality or service quality risk and distribution risks.*) *Financial risk to be addressed in 4.3 [400 words]*

4.3 Financial Management

Outline your business key investment priorities (both capital and operational) over the coming 3-5 years, including how these activities plan to be funded and the strategies for managing financial related risks (interest rate risk, FX risk, credit, liquidity, etc.). [400 words]

4.4 Financial Results

Applicants will be asked for financial reporting data for the past three (3) financial years. Applicants will need to identify the organisation's net profit (after tax), assets and liabilities.

4.5 Please provide information that explains any unusual financial results. [200 words]

Did your business receive a state/federal government grants in the past three years? *If yes, provide details of the grant amounts and the purpose of the grants.*

90% COMPLETE

5. INTERNATIONAL BUSINESS PLANNING AND DIRECTION **10% WEIGHTING**

This is where you should demonstrate your business' commitment to international business. Please provide an insight into the future direction and forecasts of your international business activities over the coming 12-18 months, as outlined in your business plan, and the measures in place to make your international markets sustainable. [200 words]

95% COMPLETE

6. Upload Images Form

Applicants are asked to upload company logos and photos that reflect your business' products, culture, and community. Files (JPG/EPS) should be of print quality and will be used for Australian Export Awards promotional activity. Please do not send corporate head shots. Click [here](#) to see some good photo examples from previous awards programs.

100% COMPLETE

STATE AWARD

Victorian Women in International Business Award (applicants only)

Name of Nominee

Contact details (email and phone)

How she has contributed to the export success of your organisation and why she should be the winner of this award.
[500 words]