



A.C.T EXPORTERS' NETWORK

## ACT EXPORTERS' NETWORK ACHIEVEMENTS 2009/10

### 2009 ACT CHIEF MINISTER'S EXPORT AWARDS

The six-month long 2009 ACT Chief Minister's Export Awards Program culminated in a Presentation Lunch on Tuesday 22 September 2009. With a record 240 people in attendance, the ACT Chief Minister awarded environmental monitoring solutions company, Sentinel with the coveted ACT Exporter of the Year Award. Twenty-one finalists from across the ACT and Capital Region competed across seven category awards. Following the Presentation, the ACT Exporters' Network hosted a Chairman's Luncheon for the 2009 Category Award winning firms. The objective of the lunch was to provide an opportunity for our Award winners to introduce themselves to Members of the ACT Legislative Assembly and senior representatives of the ACT Government and private sector and to outline their companies' extraordinary business capabilities across multiple industry sectors including health, education, clean technology, information technology, environment and creative industry sectors.

### 2009/10 AUSTRALIAN EXPORT HERO AWARD

In March 2010, the ACT Exporters' Network was successful in its nomination for CEA Technologies President David Gaul to become a 2009/10 Australian Export Hero. The Australian Export Hero Award Program is run by the Australian Institute of Export (AIEX) and recognises individuals who have made an outstanding contribution to building Australia's position and performance in international trade. David joins the likes of Wolf Blass AM, Ambassador for Wolf Blass Wines International, John Conomos AO, former Executive Chairman of Toyota Australia and Peter Beattie, Queensland's Trade Commissioner to the Americas, becoming only the third Export Hero from the ACT. The other ACT Export Heroes are the Hon Tim Fischer in 2001 and Canberra's own Brand Hoff, founder of Tower Software in 2006.

### ACT EDUCATION SERVICES EXPORT STRATEGY

In March 2010, Canberra Business Council's ACT Education Services Export Steering Committee released the ACT Education Services Export Strategy. Developed by representatives from the ACT's higher education, VET and school sectors, the ACT and Australian Governments, and Canberra Business Council, the aim of the Strategy is to guide a substantial program of work in support of the Territory's education export sector in its efforts to expand internationally in a sustainable way. A key focus of the Strategy is developing Canberra's identity as Australia's Education Capital through the development of a Canberra education brand.

### PITCH CLUB

In August 2009, the ACT Exporters' Network launched Pitch Club, a capacity building program which targets new to export companies. The aim of Pitch Club is to provide an opportunity for new and emerging exporters to 'pitch' their export objective and strategy to a panel of experienced exporters and industry specialists. Following each pitch, the panel of mentors will determine how best to support the business going forward. Six exporting businesses have been through the program to date with more to follow.

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## GETTING INTO EXPORT WORKSHOPS

On 14 & 24 February 2010, the ACT Exporters' Network in partnership with the Centre for Customs & Excise Studies and Austrade delivered Getting into Services Export and Getting into Products Export workshops respectively. The introductory workshops were designed for potential and emerging exporters who are looking to grow their business internationally. In total 13 exporting businesses attended the workshops.

## INTERNATIONAL CEO FORUMS

The Network in partnership with Ernst & Young delivered International CEO Forums to provide an opportunity for the CEOs and Managing Directors of Canberra's international companies, based in the ACT, including those ASX 500 companies to meet with peers to discuss business operations and emerging trends and opportunities offshore.

## INDIVIDUALISED AND CLUSTER MENTORSHIP PROGRAMS

The Network Manager continues to facilitate one-on-one individualised mentoring sessions between emerging exporters and senior members of the IBTF and ACT Exporters' Network. Cluster mentoring support is also on offer for small groups including the Sport & Fitness Industry cluster.

## ACT EXPORTERS' NETWORK WEBSITE LAUNCHED

The ACT Exporters' Network launched its new website - [www.actexportersnetwork.com.au](http://www.actexportersnetwork.com.au) in July 2009. Utilising wordpress CMS, the site includes an events calendar, news posts, online membership forms and newsletter registration along with social media tools, RSS feeds and comments pages. The members' area is currently under construction and will contain an information database, members contact details and information on mentorship programs.

## PARLIAMENTARY SECRETARY FOR TRADE ADDRESSES NETWORK

On 27 May 2010 the ACT Exporters' Network welcomed the Parliamentary Secretary for Trade, the Hon Anthony Byrne MP to its monthly networking breakfast. In his speech, Mr Byrne acknowledged the Territory's strong service sector which accounted for 98.9 per cent (or \$1.014 billion) of the ACT's total exports in 2008/09 and almost 2% of Australia's total service exports. Following the address, the ACT Exporters' Network has secured a meeting with the Parliamentary Secretary to discuss the ongoing provision of export assistance services in the ACT and Capital Region including the TradeStart Program.

## TRADESTART TENDER RESPONSE SUBMITTED

Canberra Business Council submitted a tender response for provision of TradeStart services in the ACT & Capital Region in 2010-2014. The Council's tender response refers to recent reports that the ACT currently leads all Australian states and territories in terms of the proportion of exporting SMEs. The June 2010 Sensis Business Index Report on Small and Medium Enterprises revealed that 15% of ACT SME's had exported in the previous year compared to a 12% National average.

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