

Premier of Queensland's  
**EXport Awards**  
2024



# Applicant Handbook 2024

**TRADE +  
INVESTMENT  
QUEENSLAND**



**Queensland  
Government**

# About

## Celebrate exporting excellence

The Premier of Queensland's Export Awards (Export Awards) are one of the state's most prestigious business accolades, celebrating the continuing success of Queensland's \$117B export industry.

As Queensland's highest export honour, the Export Awards celebrate the innovation, creativity, passion and drive across 15 award categories and are a testament to the sustained success of Queensland's export industry.

Returning for the 34<sup>th</sup> year in 2024, the Export Awards proudly showcase that Queensland businesses are leading the way in exporting high-quality products and services around the world to meet a growing global demand.

Trade and Investment Queensland (TIQ) proudly lead the Export Awards, which run in collaboration with Austrade and the Australian Export Awards.

Submitting an application to the Export Awards is a straightforward process that involves gathering readily available information that demonstrates your company's exporting success and showcases your expertise.



## Key dates

Please note the keys dates of application opening and closing dates\*.

<b>Date</b>	<b>Milestone</b>
<b>Tuesday 30 April</b>	Applications open
<b>Wednesday 1 May</b>	Masterclass 1
<b>Wednesday 15 Ma</b>	Masterclass 2
<b>Friday 14 June</b>	Applications close
<b>June – July</b>	Judging
<b>July</b>	Finalist Announced
<b>Wednesday 4 September</b>	Premier of Queensland's Export Awards Dinner
<b>November</b>	Australian Export Awards Gala

\*Dates are subject to change.



## National award categories

There are 13 national categories. Queensland winners of the following categories progress as finalists to the Australian Export Awards.

### Advanced Technologies

For outstanding international success in the field of information technology, digital technologies, software, hardware or digital services.

This includes solutions utilising cloud-based platforms, artificial intelligence, machine learning, Internet of Things, augmented reality, autonomous systems, robotics, quantum, virtual reality, data collaboration and management tools, fintech, cyber security and/or blockchain with civilian, defence, space and/or other industry applications.

### Agribusiness, Food and Beverages

For outstanding international success in the field of manufactured foods, beverages or agricultural products.

This includes primary production, forestry and fisheries and related services or technology.

### Creative Industries

For outstanding international success in any creative industry.

This includes music, visual and performing arts, fashion, design, film and television, digital media and content, animation, software and games, festival and event production, writing and publishing, and creative services.

### e-Commerce

For outstanding international success selling goods or services to customers overseas via e-Commerce, including cross-border e-Commerce and online sales.

This includes sales to business (B2B), consumer (B2C) or government (B2G) via own website, online marketplaces and other e-Commerce channels.

### Emerging Exporter

For outstanding export achievement by a business which has been exporting for three years or less.

This includes established and new businesses in any industry.

### International Education and Training

For outstanding international success in the field of education and training.

This includes higher education, vocational education and training, transnational education, online learning, curriculum development and EdTech.

### International Health

For outstanding international success in the fields of health, medical or wellbeing.

This includes biotechnology, biosecurity, medical technology, digital health, e-health, aged care, disability, complementary health, pharmaceuticals and related services.

### Manufacturing and Advanced Materials

For outstanding international success in manufacturing, engineering or advanced materials development.

This includes advanced manufacturing and materials technologies, engineering, design and production.

### Professional Services

For outstanding international success in the field of professional services.

This includes legal, accounting, administration and support services, business management and consultancy, marketing services, franchising and licensing, engineering, financial and insurance, market research, translation services, and tourism and business events.

### Regional Exporter

For outstanding international success by a regional business.

This includes businesses whose head office or majority of operations are based in a non-metropolitan location.

### Resources and Energy

For outstanding international success in the resources and energy sectors.

This includes businesses involved in the production, processing or value adding of extractive resources or the provision of energy or resources related equipment, services or technology.

### Small Business

For outstanding international success by a small business.

This includes businesses with total annual turnover not exceeding A\$10 million.

### Sustainability and Green Economy

For outstanding international success in the Green Economy.



This includes the provision of green economy technology or capabilities such as environmental solutions, clean energy, sustainable materials, renewables, waste and water management, green building, smart cities or businesses committed to sustainable business practices.

## Queensland award categories

There are two Queensland-only categories. Winners of these categories do not progress as finalists to the Australian Export Awards.

### First Nations

For outstanding international success by a First Nations owned and led enterprise.

This category recognises the success of businesses that are owned and operated by First Nations people, acknowledging their unique contributions to the global marketplace.

### Women in International Business

Recognising the outstanding achievement in international business by a woman, or group of women, either through developing or leading an international enterprise, or through their contribution as a senior leader in an enterprise. The award particularly focuses on achievement in international markets, as well as an ongoing commitment to international trade relations.

### Exporter of the Year

The Premier of Queensland's Exporter of the Year is selected from the winners of the national awards categories.

## Eligibility criteria

Applications are invited from businesses that meet the following criteria. Please check the guidelines below before starting your submission.

### Business

- Earn foreign income.
- Hold an active Australian Business Number (ABN).
- Operate as a separate business if part of a larger organisation.
- Maintain appropriate business ethics and demonstrate a commitment to legal obligations including anti-bribery laws and laws to combat modern slavery, both in Australia and overseas markets.
- Government entities as defined in the “A New Tax System (Australian Business Number) Act 1999” are not eligible, except where they are registered education and training providers.
- Sponsors of a State or Territory Export Awards program or the Australian Export Awards program are not eligible to apply.

### Products or services

The product or service exported must include significant (at least 50%) Australian content or value-add. This may include product or services:

- made in Australia from Australian primary products
- made overseas, mainly using Australian primary products
- made in Australia from Australian and imported components
- elaborately transformed in Australia
- made overseas using substantial Australian value-add, intellectual property (IP) or know-how, including design
- delivered in Australia to foreign individuals or entities
- delivered overseas using substantial Australian value-add, IP or know-how.

### Financials

- Applicants must demonstrate delivery of net foreign economic returns to the Australian economy in terms of profit repatriation and employment in Australia.
- Applicants must provide 3 years of export income, unless they are applying for the Emerging Exporter Award which requires up to 3 years of export income.
- Applicants that are unable to provide actual export income for the 2023-24 financial year must provide a genuine estimate that support their demonstrated export efforts.
- Applications containing incomplete financial details will not be assessed.

### Applications

- The Awards program operates as a two-stage process:
  - Stage 1: A business applies to their home state or territory Export Awards program, where they are judged on their selected national and state-based categories (where applicable).
  - Stage 2: A business that wins a national category in their home state or territory Export Awards program automatically progress for judging as a national finalist in the Australian Export Awards.
- A business can only submit one application; it must be in the state or territory Export Awards program where the business' head office is located or where the majority of operations are established.
- Applications are only accepted online via the Export Awards application portal.

### Award categories

- A business can apply in one or more of the 13 [national categories](#).
  - Winners at the State or Territory Export Awards will only be eligible to progress as a national finalist in one national category.



- A business can also apply in state and territory categories (if applicable).
  - Winners in a state or territory category are not eligible to progress as a national finalist.
- Award categories which are not sector specific have specific or additional eligibility criteria:
  - Regional Exporter: a business with a non-metropolitan Head Office or majority of operations is eligible to apply for this award.
  - Small Business: a business with total annual sales not exceeding A\$10 million is eligible to apply for this award.
  - Emerging Exporter: a business which has been exporting for 3 years or less is eligible to apply for this award.

#### Previous winners and Hall of Fame

- Past Australian Export Award national winners are eligible to apply, except for inductees in the Australian Export Awards [national Hall of Fame](#).
- Where a business is a state or territory Hall of Fame inductee, they should check with their home State or Territory Awards Coordinator regarding eligibility.





# Judging criteria

This is how the judging panel will assess and weight your answers.

Areas of focus include:

- Clear demonstration of sustainable competitive advantage
- Export success and growth potential
- Leadership and innovation in international business and marketing strategies
- Commitment to diversity, inclusion, sustainability or positive social impact
- Value and contribution of exports to business expansion
- Overall commitment to growth in international business.

## Section 1 - Business details

[0% weighting – this section does not attract a score]

## Section 2 - National Awards category selection

[0% weighting – this section does not attract a score]

## Section 3 – About your business, products and services

[0% weighting – this section does not attract a score]

Applicants should ensure their business overview is clear and factual.

## Section 4 – Your business and brand story

[25% weighting]

4.1 Applicants should tell a compelling story about what makes their business unique, outstanding, inspiring and innovative.

4.2 Applicants should provide a clear example of their export success.

## Section 5-17 – Category specific questions

Applicants should respond to the category question, including demonstrating what innovative strategies they have implemented to achieve export success. Responses should relate clearly to the category.

## Section 18 - International business and marketing strategy

[40% weighting]

18.1 Applicants should demonstrate their export and marketing strategies, with clear examples that highlight a range of tactics to achieve export growth.



18.2 Applicants should clearly demonstrate the business or community value and impact of any diversity, inclusion, sustainability or social impact initiatives. Examples related to international business should be highlighted where applicable.

18.3-18.4 Applicants should supply accurate data for three financial years (with the exception of Emerging Exporter category). Based on this data, judges will consider:

- Exports as a proportion of total revenue.
- Export value, and year-to-year percentage change in value, over the last three years or since the applicant commenced exporting.
- Total export revenue from key markets, and diversity of export markets.

## Section 19 - Business management

[25% weighting]

19.1-19.2: Applicants should demonstrate sufficient resourcing and investment in staff development, to support current and future export growth.

19.3: Applicants should demonstrate a clear understanding of a range of international business risks, and sound strategies in place to mitigate these risks.

19.4-19.9: Applicants should clearly outline their financial position and include accurate data to support this.

Based on the information and data provided, judges will consider:

- Soundness of financial strategy and planning to support international growth in the coming year.
- A sound capital base (ie net profit) and sufficient capital (cash, assets and other revenue sources) to support export activity.

## Section 20 – Future export plans

[10% weighting]

20.1 Applicants should demonstrate a clear plan and business commitment to achieve international business growth over the next 3-5 years.

# Application preview

Please see below the questions that will appear in the online portal. All questions must be filled in at the advised word limit.

## Tips for applying

- It is advisable to read through the questions and have all necessary data on hand prior to starting your application.
- All applications must be submitted online via [exportawards.gov.au](https://exportawards.gov.au).
- Regularly save your application.
- 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.
- Focus on your international business success, emphasising your achievements in the current financial year (2023/24).
- Use actual examples where possible to demonstrate your responses.
- Answers can be in bullet point form.
- You can edit your responses at any time until applications close.

Please note that all financial information provided in your application will be treated as commercial-in-confidence and will be used only for the purposes of evaluating your application.

## Attachments

- Please note the following logo and images requirements. Please do not send corporate head shots..

### Upload logo –

- EPS, JPG or PNG, minimum 1MB in size and minimum of 300dpi or above.
- 1 logo (colour) - Must be in EPS, JPG or PNG format.
- 1 logo (reverse) - Must be in EPS, JPG or PNG format.

### Upload product/service images

- Please upload images that represent your business product/service, culture and community. These images may be used in promotional material for the Awards including programs, presentations and social media activity.
- EPS, JPG or PNG, landscape orientation, minimum of 1MB in size and minimum of 300dpi or above (minimum 3 images) .

Image 1 - Must be in EPS, JPG or PNG format

Image 2 - Must be in EPS, JPG or PNG format

Image 3 - Must be in EPS, JPG or PNG format

Image 4 - Must be in EPS, JPG or PNG format

Image 5 - Must be in EPS, JPG or PNG format

Image 6 - Must be in EPS, JPG or PNG format.

## One last tip

Ask a trusted person with no detailed knowledge of your business to review your application.



## Section 1 - Business details

[0% weighting]

### Question 1: Business address and year of establishment

- Which business name would you like to be referred as in this program? This will be used in website content, digital and print marketing collateral, plus any trophies or certificates etc.
- Please provide details of your business's parent and subsidiary businesses.
- Year business was established.
- Year business commenced exporting.
- Business address (where the majority of operations are established).
- Postal address.
- First Nations place name (e.g. Ngunnawal).
- Commonwealth Electorate for your main business address.

### Question 2: Head of business

- Salutation:
- First name:
- Last name:
- Position:
- Phone:
- Email:

### Question 3: Export Awards program and media contact

If same as Head of Business please enter details again.

- Salutation:
- First name:
- Last name:
- Position:
- Phone:
- Email:

### Question 4: Website, social media and business details

- Website (format e.g. www.businessname.com.au)
- LinkedIn
- Twitter
- Instagram
- Facebook

### Question 5: Other background information

- Are you a First Nations business? (Must be at least 50 per cent owned by indigenous persons) (Y/N)
- Are you a women-led business (independently or jointly)? (Y/N)
- Are you a first time Export Awards applicant? (Y/N)
- How did you hear about the Export Awards?

## Section 2 - National Awards category selection

[0% weighting – this section does not attract a score]

### Select all categories that you wish to apply for

Ensure that your responses reflect your business competencies and demonstrate leadership and innovation in all the categories that you select.

- Advanced Technologies
- Agribusiness, Food and Beverages
- Creative Industries
- e-Commerce
- Emerging Exporter
- International Education and Training
- International Health
- Manufacturing and Advanced Materials
- Professional Services
- Regional Exporter
- Resources and Energy
- Small Business
- Sustainability and Green Economy

Please choose any state categories

- First Nations
- Women in International Business

## Section 3 – About your business, products and services

[0% weighting – this section does not attract a score]

This material will be used for promotional purposes. Keep it simple and factual.

### Question 1:

Describe your business in 30 words or less – make it your best elevator pitch.

### Question 2:

In 300 words or less, tell us more about what you do, including:

- What your business does.
- What products and/or services you sell.
- What problem your business solves.
- Which countries you export to.



## TIPS

- You might already have content on your website that you can use here.
- Your marketing team might be able to help you with preparing the content for this company introduction.
- Consider completing this section last – this will give you a chance to review all your other responses and capture their key points in your introduction.
- Don't assume the judging panel knows what your business does, best to describe it as if they are hearing about it for the first time

## Section 4 – Your business and brand story

[25% weighting including national category responses – Section 5-17]

### Question 1:

Tell us the story behind your business (max 300 words). In your answer consider the following:

- The motivation or idea behind your business.
- What makes your brand, products or services, intellectual property and operations unique and competitive.
- Why your business is outstanding, inspiring and innovative.
- Your customers and your key export markets, and how that has changed in the past 3 years.
- Business milestones such as export growth, R&D or other achievements in the past 3 years.
- Public awards or recognition your business has received.
- Sales and export growth, research, and development commercialisation, entering new export markets, or growth in existing export markets.

## TIP

Highlight sales and export growth, research and development commercialisation, entering new export markets, or growth in existing export markets.

### Question 2:

Describe one outstanding international business outcome in financial year 2023/2024 (maximum 300 words).

## TIPS

Include quantitative results and consider the following in your response:

- What was the impact on your bottom line?
- Did it allow you to invest in more staff?
- Did it facilitate expansion into other markets?
- Did you work with a new customer, or in a new market?

## Section 5-17 - Category specific questions

Tailor your response to each selected category. Consider strategies implemented in the past year which demonstrate your business competencies, leadership and innovation. Maximum 300 words for each category you apply for (only).

### Section 5: Advanced Technologies

Demonstrate what innovative strategies you have implemented to achieve export success and ensure it has a sustainable future. Consider research and development, product innovation, industry, and market diversification.

### Section 6: Agribusiness, Food and Beverages

Demonstrate what innovative strategies your business has implemented to achieve export success. Consider product, service or technology innovation, supply chain improvements, and research and development.

### Section 7: Creative Industries

Demonstrate what innovative strategies your business has implemented to achieve export success. Consider product innovation, cultural exchange, technology, service, and design.

### Section 8: e-Commerce

Demonstrate what innovative strategies and online practices you have implemented to maximise the reach to your overseas customer base, and achieve export success. Consider innovation in platforms, tools, payments, UX and customer engagement.

### Section 9: Emerging Exporter

Demonstrate what strategies you have implemented to address challenges and achieve export success in your sector. Consider measures such as customer identification, market access, technology, or product innovation.

### Section 10: International Education and Training

Demonstrate what innovative strategies you have implemented to achieve export success and make a positive contribution to the international student experience. Consider partnerships, product or service innovation, market diversification and use of technology.

### Section 11: International Health

Demonstrate what innovative strategies you have implemented to achieve export success and make a positive impact. Consider partnerships, product or technology innovation, research and development, and patient outcomes.

## **Section 12: Manufacturing and Advanced Materials**

Demonstrate what innovative strategies you have implemented to achieve export success. Consider design, product or technology innovation, research and development, and industry diversification.

## **Section 13: Professional Services**

Demonstrate what innovative strategies you have implemented to achieve export success and deliver outstanding service. Consider product, technology or service innovation and client outcomes.

## **Section 14: Regional Exporter**

Demonstrate what strategies you have implemented to address challenges and achieve export success in your sector. Consider service, product or technology innovation and supply chain measures.

## **Section 15: Resources and Energy**

Demonstrate what innovative strategies you have implemented to address challenges and achieve export success. Consider product innovation, technology, research and development, industry and market diversification.

## **Section 16: Small Business**

Demonstrate what innovative strategies you have implemented to address challenges and achieve export success. Consider partnerships, product or service innovation, market diversification and use of technology.

## **Section 17: Sustainability and Green Economy**

Demonstrate what innovative strategies your business has implemented to achieve export success and contribute to environmental sustainability. Consider service, product or technology innovation, waste and water management, your carbon footprint or your business operations.

## **Section 18 - International business and marketing strategy**

[40% weighting]

### **Question 1:**

Tell us about your export and marketing strategies, including: (maximum 300 words)

- What strategies you have employed to achieve international business success.
  - Consider product development to meet customer preferences, relationship building, attending events, new packaging, market research, business or product diversification.
- What international marketing strategies you have employed to grow your export business?
  - Consider how you are leveraging new marketing or PR channels, addressing cultural diversity in marketing content, digital marketing campaigns, rebranding.

### **Question 2:**

Highlight any diversity, inclusion, sustainability, or social impact initiatives that your business has implemented, particularly as it relates to your international business. (maximum 300 words)



**TIP**

Consider the following:

- Demonstrated commitment to ethical or sustainable sourcing
- Staff disability or mental health training or support programs
- Diversity and inclusion policies
- Corporate social responsibility or not-for-profit commitments

**Question 3:**

International sales figures

Please submit your total revenue from domestic and international sales and foreign revenue from export sales only, for the past three (3) financial years.

- The 2021/2022 line will be 2021 figures, 2022/2023 will be 2022 figures and 2023/2024 will be 2023 figures.
- If you report figures on a calendar year basis all data should reflect actual figures. Otherwise, careful estimates will be accepted for the current financial year (2023/2024).
- You can include a brief explanation of any year-on-year changes.

<b>\$AUD</b>	<b>Total sales revenue (from domestic &amp; international sales)</b>	<b>Total foreign revenue/export sales</b>	<b>% change in exports from previous year</b>	<b>Foreign revenue/export sales as a % of total revenue</b>
2021/2022	\$	\$		
2022/2023	\$	\$		
2023/2024	\$	\$		

**TIP**

- No business is too big or too small. The judges will be assessing the level and sustainability of foreign revenue. Refer to the judging criteria for more information.

**Question 4:**

Key export markets (countries)

Please submit foreign revenue from export sales to each of your key export markets (up to 10 countries) over the past three (3) financial years.

Export/International markets

	<b>AUD\$</b>		
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Export/International markets	2021/2022	2022/2023	2023/2024
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Total foreign revenue/export sales from key markets	\$	\$	\$

### TIPS

- Identify the key factors that have made your organisation a successful exporter.
- Highlight how innovative and distinctive your achievements have been.
- Help the judges follow your road to international success by identifying the significant landmarks. For example: *'In 2018–2019 we broke into the US market for the first time, securing a deal with a small chain of healthfood stores. In 2020–2021 we signed a distribution deal with largest supermarket chain in the USA'.*

## Section 19 - Business management

[25% weighting]

### Question 1:

#### Human Resources

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

Year	2021/2022	2022/2023	2023/2024
Number of employees			
% employed in Australia			



### Question 2:

How have you developed and supported your staff to succeed in international business?  
(maximum 300 words)

Some areas you may wish to include:

- training and development
- mentoring
- relocation/secondment
- recruitment and retention
- language or cultural competency
- diversity.

**TIP:** Demonstrate any significant support or ongoing development of staff to equip them with the skills and capabilities required to succeed in international markets.

### Question 3:

Outline the key risks you face in your international business, and what risk management strategies you have in place (maximum 300 words).

**TIP:** Consider supply chain, regulations, inflation, exchange rate, reputational, geopolitics and other risks.

### Question 4:

Outline your key capital and operational investment priorities to support your export business plans for the next three (3) years (maximum 150 words).

**TIP:** Demonstrate plans both in Australia and in key export markets.

### Question 5:

Financial results

Is your business an ASX listed company? Yes/No

### Question 6:

- If your business is an ASX listed company, please provide the most recent audited financial report including the auditor's report.
- Where the audited report is more than two financial years old, please also provide the most recent un-audited financial results.

### Question 7:

Financial results

- If your business is NOT an ASX listed company, provide financial reporting data for the past three (3) financial years.
- You will need to identify the organisation's net profit (after tax), assets and liabilities.
- Provide complete financial data sets to ensure the judging process can assess soundness of financial position and business strategy for international growth.



Please ensure that you provide complete financial data sets to ensure the judging process can assess soundness of financial position and business strategy for international growth.	2021/2022	2022/2023	2023/2024
	AUD\$	AUD\$	AUD\$
Net profit (after tax)	\$	\$	\$
Assets – current	\$	\$	\$
Assets – non-current	\$	\$	\$
<b>Total assets</b>	\$	\$	\$
Liabilities – current	\$	\$	\$
Liabilities – non-current	\$	\$	\$

<b>Total liabilities</b>	\$	\$	\$
<b>Net worth</b>	\$	\$	\$
<b>Working capital</b>	\$	\$	\$

**Question 8:**

Has your business received state and/or federal government grants to support your export strategy in the past three years? Yes/NO

**Question 9:**

If yes, provide details of the grant amounts and the purpose of the grants.

Year	Grant amount	Purpose of the grant
2021/2022		
2022/2023		
2023/2024		



## Section 20 – Future export plans

[10% weighting]

### Question 1:

Outline your strategies for planning, monitoring performance and managing growth in your export business over the next 3 to 5 years (maximum 300 words).

Consider your strategic planning approach, business model, customer/partner feedback and how you manage the performance of your products and/or services in international markets e.g. sales volumes, market share, pricing and margins etc.

## Section 21 – Attachments

[0% weighting – this section does not attract a score]

Upload your logo and images that reflect your business' products, services, culture, and community.

- Upload product / service images (3 minimum) \*
  - Images may be used in promotional material for the Awards including programs, presentations, and social media activity.
  - Do not send corporate head shots
  - Label each file: Your business name\_image1 / Your business name\_image2, etc
  - EPS, JPG or PNG, landscape orientation, minimum of 1MB in size and minimum of 300dpi or above
- Upload Business Logo (1 minimum) \*
  - 1 x colour and/or 1 x reverse (white logo, no background)

## Queensland only categories

### Section 22 - First Nations

Recognising outstanding international success by a First Nations owned and led enterprise.

- The enterprise must be at least 50 per cent owned and led by Aboriginal peoples and/or Torres Strait Islander peoples.

### Question 1:

Demonstrate what strategies your business has implemented to achieve export success. Consider product or service innovation, supply chain improvements, cultural exchange, market diversification and/or business operations (max 400 words).

- Please upload your certified or registered supplier certificate from Supply Nation. Not sure what this is? Please visit <https://supplynation.org.au/benefits/indigenous-business/>



## Section 23 - Women in International Business

Recognising the outstanding achievement in international business by a woman, or group of women, either through developing or leading an international enterprise, or through their contribution as a senior leader in an enterprise. The award particularly focuses on achievement in international markets, as well as an ongoing commitment to international trade relations.

### Question 1:

Name of nominee

### Question 2:

Position/Title

### Question 3:

How she/they has led and contributed to international export success of the organisation and describe their ongoing commitment to international trade relations (max 400 words).

## Start now

We recommend starting your draft early to allow plenty of time to refine and submit your application.

Before you start, we recommend reviewing the award categories, eligibility criteria and the application questions.

We encourage you to visit our website [Success Stories](#) page, where you'll find inspiring stories from previous award applicants about the benefits of participating in the program.

When you're ready to apply, head to the Austrade Export Awards portal.

## Get in touch

For more information, contact the Trade and Investment Queensland events team at [exportawards@tiq.qld.gov.au](mailto:exportawards@tiq.qld.gov.au) or visit the Premier of Queensland's Export Awards website at [exportawards.qld.gov.au](http://exportawards.qld.gov.au).

### Contact

Events and Missions

Trade and Investment Queensland

E: [exportawards@tiq.qld.gov.au](mailto:exportawards@tiq.qld.gov.au)

W: [exportawards.qld.gov.au](http://exportawards.qld.gov.au)

P: 07 3514 3032



# Terms of participation

## Background

The 62<sup>nd</sup> Australian Export Awards 2024 Program is organised and run by the Australian Trade and Investment Commission (Austrade) ABN 11 764 698 227, Levels 1-2, Nishi Building, 2 Phillip Law Street, Canberra ACT 2601, Australia.

## Definitions

- “Information” is defined in clause 10 of these Terms.
- “Intellectual Property Rights” means all intellectual property rights which may subsist in Australia or elsewhere, whether or not they are current or future or registered or capable of being registered, including without limitation in relation to, copyright, designs, trade marks (including unregistered marks), business and company names, domain names, database, circuit layouts, patents, inventions, discoveries, know-how, trade secrets and confidential information, but excluding moral rights.
- “Organisation” refers to the protagonist exporter organisation in the application or nomination.
- “Partners” refers to other Australian Government and State and Territory agencies active in trade and investment promotion, and Program sponsors, supporters and co-presenters working with Austrade to administer the Program. “Program” refers to the 62<sup>nd</sup> Australian Export and Investment Awards 2024 Program
- “Program Site” means Austrade’s <https://www.exportawards.gov.au> website for the Program, including the Application submission form linked to the website.
- “Application” refers to the export or investment application or nomination provided in connection with the Program, including an outline of the situation, complications, solutions and results / outcomes, and may include photo and video content.
- “Submission Period” refers to the period during which you may submit an application on the Program Site.
- “Terms” refers to these Terms of Participation.
- “You” refers to the individual submitting an application or nomination for recognition as a part of the Program.





## Application submission

1. By submitting your application using the Program Site you are accepting these Terms.
2. If you are acting for the Organisation, you confirm that you have the authority to make the Application submission under these Terms and to provide the information and give the consents included in it on behalf of the Organisation.
3. You confirm that you have obtained prior consent to the submission of the Organisation business information for the Program.
4. You confirm that you have reviewed and that our Organisation meets the eligibility criteria.
5. Following your submission of the Application through the Program Site, Austrade and/or relevant State or Territory Export Awards program representative will contact the Organisation directly to:
  - make further enquiries in relation to the Application
  - establish the Organisation's suitability to be featured in the Program
  - seek further consents or releases
  - work with the Organisation for the purpose of the Program.
6. Application submission through the Program Site during the Submission Period does not guarantee that the Organisation will be featured in the Program, or entitle you or the Organisation to any form of payment from Austrade or its Partners in relation to the Program.
7. Austrade maintains absolute discretion on deciding on an Organisation's eligibility and whether or how to feature an Organisation in the Program. For clarity, Austrade may choose at any time not to continue featuring the Organisation in the Program without prior notice to you or the Organisation.
8. Austrade may at any time without notice to you or the Organisation make modifications to the Program Site and these Terms at its sole discretion.
9. Austrade and Partners accepts no responsibility for any Application submissions not received for any reason during the Submission Period. No responsibility will be taken for lost, late or misdirected submissions.
10. Austrade does not warrant that the Application submission form will be available at all times during the Submission Period.



## Use of information

10. For the purposes of the Program, Austrade and Partners may collect the following information (the "Information"):

- Organisation's business details, including business address and nature of business;
- Organisation's representative contact details, including name, phone number and email address;
- your name and contact details, including name, phone number and email address;
- the Application; and
- any further details or content provided in relation to the Application to support the Program.

12. Austrade and Partners may use the Information to:

- administer the Program as set out in clause 4 of these Terms;
- publish and promote the Organisation and the Program using diverse media outlets and media releases, including on but not limited to social media channels, websites, email marketing, YouTube, as well as printed and broadcast media;
- help promote Australia internationally as an exporter and Australia as an investment destination; or
- generate written case studies for other Australian Government activities.

13. Austrade may share the Information with its Partners for the purposes of the Program and the Partners may themselves:

- publish and promote the Program using their own media channels; or
- contact you or the Organisation in relation to the Program.

## Privacy

14. Any personal information collected in relation to the Program will only be used by Austrade for the purposes of the Program and handled by Austrade in accordance with its Privacy Policy, the Privacy Act 1988 and the Australian Privacy Principles.

15. Where Partners receiving personal information are State and Territory agencies, they will handle such personal information in accordance with the privacy laws applicable to them.

16. If Partners are sponsors, co-presenters, contractors or other private entities, Austrade will require them contractually to handle personal information in accordance with clause 16 above.



**Trade and Investment Queensland**

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