

## SPECIAL REPORT: AUSTCHAM WESTPAC AUSTRALIA-CHINA BUSINESS AWARDS 2011

## Celebration of excellence

**Twenty-four** finalists demonstrate a strong commitment to doing business across the nation. Reports by Nora Tong

**W**inners of the AustCham Westpac Australia-China Business Awards 2011, which celebrate the excellence of Australian firms across China, were announced last night.

The Westpac Business Excellence Award for large companies went to industrial and logistics company Goodman Asia, while the Westpac Business Excellence Award for small-and medium-sized enterprises was presented to Homart Pharmaceuticals.



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ANDREW WHITFORD, GM AND HEAD, GREATER CHINA, WESTPAC BANKING CORPORATION

The awards recognise an Australian business – employing more than 100 people in the first category and fewer than 100 in the second – with the most outstanding performance in China over the past year. Architectural and design firm

studio505 won the BDO Business Entrepreneurial Award, which honours an Australian business, with fewer than 50 employees, for its entrepreneurial excellence.

BlueScope Butler China, a division of steelmaking giant BlueScope Steel, received the AustCham Business Innovation Award. The Austrade Business Promotion Award was won by environmental consultancy OTEK Australia, and the CLP Sustainable Development Award was given to RepuTex (HK), a carbon risk analytics specialist. Logistics firm Transtar was the winner of the Cheung Kong Infrastructure People's Choice Award that recognises one of the finalists for its efforts in the Australian business community in China.

Phil Ingram, Austrade senior trade commissioner in Hong Kong who headed the judging panel, says this year's candidates are of "excellent quality". He adds: "The 24 finalists have demonstrated a strong commitment to doing business in China through devoting people, money and time into their work."

The awards are organised by the Australian Chamber of Commerce (AustCham) in Hong Kong and Macau in association with chambers in Beijing, Shanghai, South China (Guangzhou), Taiwan and Fujian. Andrew Steadson, AustCham's chairman in Hong Kong, says the awards have for 19 years been a means of recognising companies that have worked to deliver Australian products or services to China.

"The awards are dedicated to promote business and trade between the two countries, highlighting the growing importance attached to the economic aspect of Australia's



The AustCham Australia-China Business Awards highlight the growing importance of Australia's economic relationship with China.

relationship with China," he says, adding that the awards enable Australian companies to learn from others that have established themselves in the nation.

"They can do this by building their understanding of the market,

defining or identifying niche markets or ways of exploring new market segment," Steadson says.

Andrew Whitford, general manager and head of Greater China, Westpac Banking Corporation, the awards' major sponsor, says the

awards are important to the bank because supporting Australian companies operating in China is in line with Westpac's business objectives.

"The awards recognise both small- and medium-sized enterprises and the large corporates, as well as those who have excelled in corporate social responsibility," he says. "The awards are linked very closely to our corporate values."

Whitford says flexibility and the ability to modify for local market conditions are a must. "People new to China may assume that China is identical across the country," he says. "But the reality is that there are multiple provinces with different languages, business practices and ways of doing things. Companies should

focus on where their products and services would best suit the China market. Proper due diligence has to be done."

Whitford adds that AustCham has been actively assisting Australian companies in the region. AustCham Greater China has been formed recently with the aim to present a stronger and more unified voice for the Australian business community in the country.

"There's no argument that AustCham has been incredibly supportive of Australian businesses. When Australian companies or Australians come to Hong Kong or the mainland for the first time they tend to always contact the chamber. There are many ways of which people can utilise AustCham to help them," he says.

## Winners

Westpac Business Excellence Award (Large):  
Goodman Asia  
Westpac Business Excellence Award (SME):  
Homart Pharmaceuticals  
BDO Business Entrepreneurial Award:  
studio505  
AustCham Business Innovation Award:  
BlueScope Butler China  
Austrade Business Promotion Award:  
OTEX Australia  
CLP Sustainable Development Award:  
RepuTex (HK)  
Cheung Kong Infrastructure  
People's Choice Awards:  
Transtar

## Finalists

Westpac Business Excellence Award (Large):  
Aconex  
Mitchell's Equipment (Hebei)  
Transtar  
Westpac Business Excellence Award (SME):  
Advanced Aquarium Technologies (HK)  
CBD Energy  
Volume Group  
BDO Business Entrepreneurial Award:  
Aristocrat (Macau)  
Blackmores  
LaserVision  
AustCham Business Innovation Award:  
China Australia Mining Development Alliance  
Toll Global Forwarding  
Woods Bagot  
Austrade Business Promotion Award:  
Hocusadabra  
Yellow Earth  
Truth & Faith International  
CLP Sustainable Development Award:  
Australian International School  
Hong Kong  
Envirosat Asia  
HASSELL



Andrew Steadson



Phil Ingram