



Smart50 2018 FAQs

How do I know if my business is eligible?

If you can answer yes to the following questions we would encourage you to enter:

- Your company is an independent company;
- Your company has demonstrable revenue growth year-on-year for at least the last three years;
- You have been in business for a minimum of three years;
- Your company has a minimum of \$500,000 (excluding GST) in revenue each year to be in the awards; and
- Your company has fewer than 200 employees.

How much does it cost to enter?

It is free to enter the 2018 Smart50 Awards

When do entries close?

Entries to the 2018 Smart50 Awards close midnight, Thursday 2 August.

What do you classify as an independent company?

An independent company is one that is independently owned and not part of a larger corporation. For example, individual franchises are not eligible for the awards. Business divisions or subsidiaries of larger corporations are also not eligible for the awards.

When will I be told I made the list?

Our shortlist will be notified the week commencing Monday 22 October. The position that companies have been placed on the Smart50 list is not announced until the official Smart50 event on Thursday 22 November. Category winners will also be announced at the event.

How is the Smart50 list determined?

The Smart50 list is determined by revenue growth, with the company with the biggest growth crowned the overall winner of the Smart50. Category winners are not determined by growth, but by aligning with selection criteria for the chosen category.

When are the winners announced?

Winners will be announced at an awards ceremony on Thursday 22 November. Come join us!

Can I enter more than one category?

Yes! You can enter as many category awards you are eligible for.

Are the category awards judged by growth?

No. The category awards are judged by the SmartCompany team, in consultation with a panel of industry experts. Winners will be determined based on how well they meet the selection criteria for their chosen category.

How can I supply my financial documents?

A scanned copy of ATO statements, or a letter from your company accountant stating your revenue growth for the last three financial years needs to be supplied along with your entry. Please **exclude** any R&D rebates or grants when declaring revenue. Businesses that are incorporated in Australia can include revenue from wholly owned subsidiaries.

Can I save the form as I go?

Provided you're using the same computer and web browser when you start your entry, you should be able to pick up from where you left off.

Will I be eligible if I haven't completed the forms?

Only applicants who have fully completed the survey and provided supporting documents will be considered for the 2018 Smart50 Awards.

Can I nominate another company?

No, companies do need to nominate themselves for the Smart50 Awards. But by all means, spread the word and encourage others to apply.

What do you do with the entries?

We use the information you provide us to write our profiles for the Smart50. We ask that all information provided is accurate, and open to the public. With the exception of our new startup award, financial details supplied will be published on SmartCompany.

I'm having technical issues. Who do I call?

Send an email to admin@smartcompany.com.au and one of our staff will be in touch to talk you through it.

Smart50 2018 Category Awards

Smart & Lasting

A hall of fame for those on the Smart50 who have stood the test of time.

How do I win it?

Smart & Lasting is determined by the SmartCompany judging panel. This panel will determine who has been on the list, with the most success, in recent years. This company will be the winner of our hall of fame award.

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Top Franchise

Awarded for business growth and development, new initiatives, employee satisfaction and savvy marketing.

How do I win it?

Top Franchise is determined by the SmartCompany judging panel. The panel will determine winners based on the following:

- The applicant is a franchise operator – not an individual franchise store of a larger business (for examples McDonald's)
- The applicant has demonstrable business growth
- The profitability of the franchise businesses at a whole (revenue should be reported for the entire franchise business, not individual franchises)
- The number of franchises within the business
- New initiatives the franchise has undertaken
- Any outstanding marketing efforts the business has undertaken
- Demonstrated innovation

Top Retailer

Acknowledging innovations in product offer, outstanding customer service, employee care and sales and marketing initiatives.

How do I win it?

- The applicant is a retailer (online, bricks-and-mortar or both)
- The applicant can demonstrate outstanding customer service
- The applicant can demonstrate strong sales and marketing initiatives
- The applicant can demonstrate an innovative business model
- The applicant can demonstrate an innovative product offering

Top Exporter

Awarded for innovation and excellence in international business, solid growth in export markets, exceptional supply chain management, and creativity in tackling challenges.

How do I win it?

- The applicant exports products or services overseas
- The applicant can demonstrate solid growth in export markets
- The applicant can demonstrate exceptional supply chain management
- The applicant has creative solutions to export challenges
- The applicant has used innovative techniques to find new markets

Top Innovator

Awarded for online or offline innovation, acknowledges initiatives that spark progressive change in their industry or business, original ideas and disruptive strategies.

How do I win it?

- The applicant can demonstrate a creative innovation that they have used to grow their business
- The demonstrated innovation must lead to change in the industry or business
- The innovation demonstrated must disrupt the status quo

Note: Innovation is broad term, and we are leaving this category broad too. Innovation can be anything from creating a tool to do a job well, finding payment solutions, through to disrupting an entire industry. The sky is the limit!

Community Hero

Awarded to the business which has demonstrated commitment and valuable contributions to their community, be that a geographical based community, a social group, or any other form of community.

How do I win it?

- The applicant can demonstrate ongoing contribution to the local community
- The applicant is important to their local community
- The applicant demonstrates strong leadership and business skills

Top Regional

Acknowledges the most influential and successful business operating in regional or remote areas.

How do I win it?

- The applicant is part of a regional, remote or rural area. This includes any towns, small cities and areas that lie beyond the major capital cities (Sydney, Melbourne, Brisbane, Perth, Adelaide and Canberra).
- The applicant can demonstrate growth
- The applicant can demonstrate innovation within their business

Top Marketing/PR campaign

For businesses that have executed successful, innovative marketing campaigns in the areas of digital marketing, PR or general advertising.

How do I win it?

- The applicant can demonstrate that they undertook a successful marketing campaign, advertising or publicity element in the last two years.
- The applicant can prove success of their marketing effort in the form of statistics or sales
- The applicant can demonstrate growth and business succeed as a result of a marketing effort

StartupSmart Award

For those younger businesses that aren't quite ready to enter the Smart50 we have created our new category award, the StartupSmart Award.

How do I win it?

- The business is an independent business has been operational for no less than six months and no more than three years
- The business can demonstrate growth within their business by showing either month-on-month revenue growth OR month-on-month growth in user numbers within the recent six-month period. (Please note, we will not make revenue figures for the StartupSmart Award public)
- The business can demonstrate innovation within their business
- The business can demonstrate a growth strategy for the foreseeable future

Businesses wishing to apply for the StartupSmart Award are not required to meet the same revenue requirements as those entering the overall Smart50 Awards.