

## **Validity of Awards & Winners**

Australian Owned prides itself on the validity of its awards and winners. The awards are given solely on merit and are awarded to commend those most deserving for their ingenuity and hard work, distinguishing them from their competitors and proving them worthy of recognition. See below to learn more about our award winners.

### **Australian Owned Business of the Year Award: Sloanebuilt Trailers**

The recipient of the 2023 Australian Owned Business of the Year award is Sloanebuilt Trailers Proprietary Limited. Sloanebuilt Trailers has demonstrated an unwavering commitment to Australian ownership and manufacturing, which aligns with their key strategic focus of “Australian owned, Australian made for Australian market”.

Sloanebuilt Trailers is a 100% Australian family-owned business, with 100% of their manufacturing and operations taking place within Australia. They have a 100% market share within the Australian market. This commitment to local production and ownership is evident in their focus on quality and compliance with local regulations.

Sloanebuilt Trailers sources only the best quality raw materials from Australian vendors, prioritising local vendors over overseas despite any cost arbitrage. This allows them to produce impeccable products that last 2-3 years longer than average products in the market. They are also compliant with local regulations by choosing local vendors who make the best materials and are well-versed with the Australian Heavy Vehicle manufacturing industry's regulations. This ensures that their standards and expectations are met alongside their customers.

Sloanebuilt Trailers has also demonstrated a significant decision towards increasing their production capacity with their move to Dunn Road in 2020. This facility is Sydney's, and possibly New South Wales', largest trailer manufacturing facility on a 9-acre land area. The site accommodates over 36,000 square metres of hard stand with 15,000 square metres undercover, four drive-through bays, twin spray booths, a machine shop, a sandblast booth, a weighbridge, spare parts store as well as modern and state-of-the-art administrative and engineering facilities. This move has doubled their operation capacity, increased consumption of materials, created more opportunities for local vendors, and resulted in more employment opportunities for local talent.

Sloanebuilt Trailers also invests a great deal of money, effort, and time in developing and grooming young talent through apprenticeship programs. They have accumulated a total of 13 apprentices learning with them and partner with local government organisations to mentor students and connect with schools to provide industry exposure.

In summary, Sloanebuilt Trailers' commitment to local ownership and manufacturing, focus on quality and compliance, significant decision towards increasing their production capacity, and investment in developing young talent make them the deserving recipient of the Australian Owned Business of the Year award.

### **Australian Owned Ambassador of the Year Award: NOGO Brands**

NOGO Brands was selected as the Ambassador of the Year for their exceptional efforts in promoting and supporting Australian Owned businesses. The award celebrates businesses or individuals who

actively encourage others to support certified businesses and have a strong track record of promoting Australian Owned businesses, ultimately benefiting the Australian economy.

NOGO Brands' commitment to buying local and supporting local suppliers and staff has been a cornerstone of their business philosophy. Their dedication to using Australian produce and materials positively contributes to the growth and success of their business. This decision to prioritise Australian ingredients has been a non-negotiable policy for NOGO Brands since its inception, and it has been a key factor in attracting and retaining loyal customers.

In addition to their commitment to using Australian ingredients in their products, NOGO Brands has demonstrated exceptional leadership in promoting the benefits of Australian products and services. They have continually communicated the advantages of buying and supporting Australian Owned businesses to their customers, stakeholders, and the wider community through various channels, including social media, trade fairs, and supplier visits. By doing so, they have increased awareness of Australian Owned businesses and contributed to the growth of the Australian economy.

NOGO Brands' decision to move their manufacturing back to the Yarra Valley, Victoria, has had a positive impact on Australian manufacturing and operations. They have partnered with a manufacturer that uses state-of-the-art machinery and supplies both Australia and abroad. By doing so, they have increased employment and supported local growers and suppliers, all while maintaining their commitment to using Australian ingredients.

In summary, NOGO Brands has demonstrated outstanding advocacy for Australian Owned businesses and has been a role model in promoting the benefits of Australian products and services. Their commitment to buying local and supporting local suppliers and staff, as well as their efforts to increase awareness of Australian Owned businesses, have made them a deserving recipient of the Ambassador of the Year award.

### **Australian Owned Best Emerging Business: Maker Port Douglas**

Maker Port Douglas was chosen as the winner of the Best Emerging Business award because of their strong commitment to supporting the Australian economy through the use of local suppliers, Australian materials and ingredients, and ethical sourcing practices. Raine Ward's passion for supporting small, local businesses and her dedication to sustainability led her to establish Maker Port Douglas, a store that exclusively stocks locally-made products, with a focus on those made in Port Douglas and surrounding areas. In addition to sourcing materials and products from local businesses, Raine also supports the community by hosting regular events and collaborating with other local brands and businesses. Maker Port Douglas is an exemplary model of a business that prioritises Australian products and has demonstrated a proactive approach to supporting the Australian economy.

### **Australian Owned Proudly Australian Award: Solar Bollard Lighting**

Solar Bollard Lighting (SBL) is a Queensland-based company that has been producing industrial-grade solar lighting for over 19 years. SBL's commitment to excellence in Australian manufacturing has allowed them to be a global leader in vandal-resistant lighting powered by renewable clean energy.

SBL has actively increased its Australian influence in its overall business operations by not working with businesses who source products from overseas. SBL works innovatively with local businesses to

produce and manufacture Australian products that are assembled and quality control tested in-house at their manufacturing location in Brendale, Queensland. SBL has supplied over 30,000 Australian-designed and manufactured products that have been installed in more than 40 countries.

Originally, the first-generation solar bollard light models were manufactured in Taiwan from 2005. In 2010, R&D and manufacturing was moved to Australia. Today, all of SBL's products are designed and manufactured in Australia, and they are the only Australian-owned and made solar lighting manufacturer in Australia.

Mike Arieni, Managing Director SBL, has implemented initiatives to ensure that they maintain their Australian focus by engaging with the Moreton Bay Regional Council (MBRC) and attending their Advanced Manufacturing forums and Regional Economic Development events to meet businesses in the region that can provide Australian products for Solar Bollard Lighting and future innovations. Mike's future strategy to continue to influence and control all components and ensure production continues to be Australian-made is to build a new facility fit-for-purpose and SBL owned for their final growth stage.

One of SBL's significant decisions that had a positive impact on Australian manufacturing and operations was when they protected the reputation of their quality Australian product and combated high-level claims equivalent to theirs being made by a Chinese manufacturer globally who reverse engineered their SBL2 Series. SBL purchased some of the "me-too" products being imported into Australia and the USA and sent them to the NATA accredited testing laboratories, where they failed every high-level comparative claim made to compete globally against SBL.

In conclusion, Solar Bollard Lighting's contributions to Australian manufacturing and operations have been significant. They have worked innovatively with local businesses to produce and manufacture Australian products, have increased their Australian influence in their overall business operations, and have protected the reputation of their quality Australian Made product. They are a deserving winner of this year's Proudly Australian Award.

### **Australian Owned Proudly Australian Award: Penrite**

The Proudly Australian Award recognises businesses that have demonstrated a commitment to supporting local suppliers and using Australian materials and ingredients. Penrite Oil is a deserving recipient of this award.

Penrite Oil has taken several specific actions to support local suppliers and increase the use of Australian materials and ingredients in its operations. This includes sourcing raw materials from local suppliers, using Australian-made packaging materials, investing in local infrastructure, and supporting local merchandise suppliers. These decisions help support the Australian economy and create Australian jobs for Australian businesses. By working with local packaging suppliers, Penrite has been able to maintain control over several steps in its supply chain to maintain product quality and guarantee customer value.

Furthermore, Penrite Oil is 100% Australian-owned and managed from Dandenong South, Melbourne, by the Dymond family, and all of the Dymond siblings play a role in shaping the business. The company has also promoted its Australian Owned certification to its audience through its website, social media feeds, and sponsorship of Australian racing competitions.

Penrite Oil has collaborated and worked with other businesses to benefit the Australian economy and advocate for the support of Australian businesses. The company sponsors Australian racing

competitions, from grassroots to elite professional racing, and supports racers and leagues that also emphasise Australian ownership and participation as part of their operations. These partnerships provide opportunities for Penrite to communicate its message to a wide audience and to build relationships with organisations that share its values. The company's sponsorship of Australian motorsport helps make these events possible and stimulates tourism spending in many regions each year.

In conclusion, Penrite Oil is a true advocate of the Australian Owned initiative. Its commitment to using Australian materials and ingredients, supporting local suppliers, and collaborating with other businesses to benefit the Australian economy, make it a deserving recipient of the Proudly Australian Award.