



2009 Governor of Victoria Export Awards

World focus pays off for Varian

Mulgrave based Varian Australia generates sales in excess of \$150 million annually from the manufacture and export of high-tech scientific instruments.

With more than 90% of its total output exported, Varian Australia has just been rewarded with the title of Victorian Exporter of the Year. At the same 2009 Governor of Victoria Export Awards, Varian was also the recipient of the Victorian Export Award for Innovation Excellence and the Large Advanced Manufacturer Award. Now

in its 30th year, the Governor of Victoria Export Awards recognise Victoria's outstanding export achievers.

Varian Australia's competitive strength exists in research and development, leading to the manufacturing and international marketing of seven different advanced analytical instrument technologies that it produces for use by the global biotechnology, industrial and environmental sectors.

Cumulative export sales for the company now exceed \$A2 billion dollars. Sales are generated through Varian's

30,000 customers around the world who have one or more of their products and with whom regular contact is maintained.

Intellectual property is also a key aspect of the company's success strategy and over the past 40 years Varian Australia has obtained patents on more than 50 designs with another five inventions currently the subject of patent applications.

According to Varian's Business Manager Analytical Instruments, Keith Bratchford, the difficult economic conditions internationally over the past twelve months created some important challenges.

"We have been gaining new market opportunities for our life sciences and materials testing technology in countries like China, India and the former Russian states, where strong demand for new technology and market applications has been emerging.

While promising markets like the Russian states effectively closed due to economic circumstances, China fortunately remained a quite bright prospect. We have also had additional new market opportunities emerging in Latin America and even Europe where over recent years Varian has been working with prospective clients, especially through our focus on training and technical support."

New advances include products like FT-IR Spectroscopy, which provides a simple fast analytical tool to identify or characterise samples in a wide variety of applications from quality assurance and checking of raw materials in pharmaceutical laboratories, to the detection of trace amounts of explosives or narcotics in forensic analysis.

Encouraged by the needs of new industrial processes and products, the research and development effort has succeeded by making continual enhancements to the core technologies. For instance, new innovations in energy and solar power, biofuels, and minerals have led to a need for the increasingly precise measurement of materials and greater quality control.

For more information see: www.varianinc.com



Varian's innovation in Atomic Absorption Spectroscopy allows rapid element analysis for environmental and industrial samples, particularly in the determination of toxic contaminants in foods and the environment. Varian Australia's Mulgrave operations achieve export sales of over \$150 million a year with over 90% of production exported.

Airbiz aviation solutions

Airbiz Aviation Strategies (Airbiz) has grown its international aviation and airport consultancy significantly in recent years and through its export success has been awarded the Small to Medium Services Award in the 2009 Governor of Victoria Export Awards

From its Collingwood head office and with a total staff complement of over 30 specialists Airbiz has proven that Australian aviation planning expertise leads the world.

The consultancy's specialty is airport and terminal planning, business analysis, forecasting, simulation of passenger and aircraft movements, airport noise modelling and creative strategies including the planning of airport retail and commercial developments.

Airbiz managing director Greg Fordham says that only a few years ago, in order to submit for major airport consultancy work in Australia, the company needed to create a consultancy team that included an international 'big name' firm.

"Now Airbiz is considered to have such significant expertise and international project experience

that we are regularly appointed as the international expert for major airport projects overseas."

Airbiz has just completed a ten month major project as principal airport and terminal planner for the Hong Kong International Airport completing a new Airport Master Plan.

The updated study provides the planning platform over a twenty year time frame for a proposed and potential third runway and a new additional passenger terminal that will accommodate a forecasted 120 million passenger visits to and from Hong Kong into the future.

"We are increasingly involved in evaluating, analysing, simulating and optimising the 'big picture' future plans and capital investment projects for major airports around the globe" Fordham says.

Airbiz strengths include airport master planning, forecasting, functional planning, spacial analysis, simulation and modelling of the physical facilities required by major airports into the future.

For more information see: www.airbiz.aero

Message from the Minister



"Victorian exports are performing better than those from many other similar advanced economies."

- Martin Pakula, Minister for Industry and Trade

I congratulate the individuals, businesses and industries recognised through the 2009 Governor of Victoria Export Awards on their outstanding achievements.

Although this has been a very challenging twelve months for exporters, applications were up this year compared to 2008 and the very high standard of entrants meant that the judges had an extremely difficult job. Victorian exports are performing better than those from many other similar advanced economies.

Victoria's total exports for 2008 were \$35.3 billion which was an increase of 10.9% on the previous year.

This is an extremely impressive result in view of the global economic downturn, and underlines the value of the Victorian Government's strong focus on helping local industry to increase exports.

We have committed \$4.8m over four years to continue the Opening

Doors to Export Plan and a further \$4.8 million over four years to establish the Export Connections initiative.

Ultimately however it is Victorian companies themselves that must put in the hard work and the dedication to capture the opportunities.

This year's Award winners have shown they are well and truly up to the challenge. They have helped our economy to remain sound when others have struggled and in doing so have contributed to the wellbeing of us all.

Well done and best wishes for continuing success in the future.

Martin Pakula MP
Minister for Industry and Trade

Future Fibre's optical fibre success

Unique optical fibre technology resulting from a research and development project commenced in 1994 by Future Fibre Technologies, now protects some of the world's most important infrastructure.

Since 2002 Future Fibre Technologies has shipped more than one million metres of its optical fibre intrusion detection and location systems to protect over 200 sites around the globe.

These sites range from buried oil and gas pipelines to major business infrastructure including sensitive data communications links and defence establishments.

By gaining over ninety percent of its fast growing revenue from its export sales, Future Fibre Technologies received the Small to Medium Manufacturer Award in the Governor of Victoria Export Awards and a Commendation in the Victorian Export Award for Innovation Excellence.

Key features of its detection systems are the long range - up to 80km with a single system, plus the ability to pinpoint an intrusion to as close as 10 metres.

The optical fibre systems are manufactured under the ISO 9001 quality management system, use no power or electronics in the field, are intrinsically safe and immune to electro-magnetic or radio frequency interference, lightning or storm impacts.

This unique technology enables intruders to be detected and their position located whilst climbing or cutting perimeter fences; detecting third party interference and illegal tapping activity on buried oil or gas pipelines in real time over thousands of kilometres; or protecting highly sensitive and critical data communications infrastructures.

A recent example is the perimeter protection system for a solar power generation plant in California to prevent vandalism or unwelcome interferences. With its head office in Mulgrave, Future Fibre Technology also has offices in the UK, the US and the Middle East and an office to open shortly in Europe to increase its penetration into the European Union.

The group currently employs some 40 people.

Future Fibre Technology's clients include: the US Army, Navy and Air Force, the US Department of Homeland Security, the Australian and Singapore Departments of Defence, NTT Japan, major gas and petroleum groups including BP Petroleum, Shell, Total and Exxon Mobil, Dow Chemicals, key seaports and airports in the Middle East along with major Bank and security service groups.

For more information see: www.fffsecurity.com

2009 Governor of Victoria Export Awards

AGRIBUSINESS AWARD

WINNER Hy Gain Feeds Pty Ltd

COMMENDEE(S) ITC Timber Pty Ltd

ARTS AND ENTERTAINMENT AWARD

WINNER Firemint

COMMENDEE(S) Torus Games

EDUCATION & TRAINING AWARD

WINNER Deakin University

COMMENDEE(S) Monash University

EMERGING EXPORTER

WINNER Great Southern Waters Pty Ltd

COMMENDEE(S) Global Corporate Challenge Pty Ltd

INFORMATION AND COMMUNICATIONS TECHNOLOGY AWARD

WINNER Tantalus Media

COMMENDEE(S) The ADWEB Agency

LARGE ADVANCED MANUFACTURER AWARD

WINNER Varian Australia Pty Ltd

COMMENDEE(S) Ego Pharmaceuticals Pty Ltd

LARGE SERVICES AWARD

WINNER RightShip Pty Ltd

COMMENDEE(S) Carman's Fine Foods Pty Ltd

REGIONAL EXPORTER AWARD

WINNER Clyne Foods Pty Ltd

SMALL BUSINESS

WINNER Akcelik and Associates Pty Ltd

COMMENDEE(S) SMSGlobal Pty Ltd

SMALL TO MEDIUM MANUFACTURER

WINNER Future Fibre Technologies Pty Ltd

COMMENDEE(S) Furnace Engineering Pty Ltd

SMALL TO MEDIUM SERVICES AWARD

WINNER Airbiz Aviation Strategies Pty Ltd

COMMENDEE(S) Global Corporate Challenge Pty Ltd

COMMENDEE(S) Nucleus Network

VICTORIAN EXPORT AWARD FOR INNOVATION EXCELLENCE

WINNER Varian Australia Pty Ltd

COMMENDEE(S) Ego Pharmaceuticals Pty Ltd

Future Fibre Technologies Pty Ltd

VICTORIAN EXPORTER OF THE YEAR AWARD

WINNER Varian Australia Pty Ltd

2009 Governor of Victoria Export Awards - Winners

- ◆ **AGRIBUSINESS AWARD**
Hy Gain Feeds Pty Ltd
- ◆ **ARTS & ENTERTAINMENT AWARD**
Firemint
- ◆ **EDUCATION AND TRAINING AWARD**
Deakin University
- ◆ **EMERGING EXPORTER AWARD**
Great Southern Waters Pty Ltd
- ◆ **INFORMATION & COMMUNICATION TECHNOLOGY AWARD**
Tantalus Media
- ◆ **LARGE ADVANCED MANUFACTURER AWARD**
Varian Australia Pty Ltd
- ◆ **LARGE SERVICES AWARD**
RightShip Pty Ltd
- ◆ **REGIONAL EXPORTER AWARD**
Clyne Foods Pty Ltd
- ◆ **SMALL BUSINESS**
Akcelik and Associates Pty Ltd
- ◆ **SMALL TO MEDIUM MANUFACTURER AWARD**
Future Fibre Technologies Pty Ltd
- ◆ **SMALL TO MEDIUM SERVICES AWARD**
Airbiz Aviation Strategies Pty Ltd
- ◆ **VICTORIAN EXPORT AWARD FOR INNOVATION EXCELLENCE**
Varian Australia Pty Ltd
- ◆ **VICTORIAN EXPORTER OF THE YEAR AWARD**
Varian Australia Pty Ltd



2009 Governor of Victoria Export Awards 30TH Anniversary

A big round of applause for Export Success

