MEDIA ASSETS
Westpac 200 Businesses of Tomorrow

7 APRIL 2017

The purpose of this document is to provide you with information that can be used to support your media relations activity from Friday 7 April regarding the Businesses of Tomorrow program.

Please note these assets are not to be amended or used for any other purpose.

The Program

The Westpac Businesses of Tomorrow program recognises and supports great Australian businesses today, with a clear vision for tomorrow. The program was announced in April 2016 to help selected businesses, big and small, transition and grow in a changing economy.

The Westpac Businesses of Tomorrow program had an incredible response from Australian businesses, receiving close to 2,000 applications. This demonstrates the overwhelmingly positive response from the business community.

Criteria

The Businesses of Tomorrow were chosen on their potential to shape Australia’s future. Each selected business demonstrated the following qualities to an exceptional degree:

- A track record of delivery
- Clarity of purpose and vision
- Outstanding value to customers
- Capability to meet tomorrow’s challenges
- Adaptability and resilience
- Contribute beyond the business to the community, industry or the economy

Judging Process

The 200 businesses were independently assessed by Deloitte and chosen by a high profile judging panel including: Alison Deans, Director: Westpac, Cochlear, IAG, kikki K; Prof. Chris Styles, Dean, UNSW Business School; David Lindberg, Chief Executive, Westpac Business Bank; Eric Johnston, Editor, Australian Business Review; Lyn Cobley, Chief Executive, Westpac Institutional Bank; Pip Marlow, former Managing Director, Microsoft; and Simon Cant, Co-Founder and Managing Director of Reinventre Group.

Reward and recognition

The 200 Businesses of Tomorrow will receive recognition, support and access to unique development opportunities with Westpac’s extensive network.

The diverse group of businesses from across Australia gathered at a Summit in Sydney on Friday 7 April, to hear inspiring speakers, network, share knowledge, and collaborate on the future of Australian business.
The businesses will also have access to LinkedIn Learning, offering online business courses and the opportunity to gain business skills or insights, creative, education and tech skills from passionate industry experts.

Judges’ quotes

“What’s exciting about the Businesses of Tomorrow is they came in many different forms. It’s truly inspiring to find such a depth of entrepreneurs in Australia.” – Alison Deans, Director: Westpac, Cochlear, IAG, kikki K.

“We found the calibre of applicants extremely high. These are leaders with a strong sense of purpose and the capability to think differently about meeting customer needs that exist today and those that may be needed in the future. I was particularly impressed by the diversity of sectors represented; a sign of the strength and resilience of our transitioning economy.” – Lyn Cobley, Chief Executive, Westpac Institutional Bank

“We had so many businesses with the potential to go global, and one of the things we hope to do is support that global expansion. I think it’s something all Australians should be proud of because we have all these great companies with the potential to take on the world.” – David Lindberg, Chief Executive, Westpac Business Bank

“What the top businesses had in common was this unique insight into a problem or opportunity that someone wasn’t solving or wasn’t solving in a way that was getting to the nub of what consumers were looking for.” – Simon Cant, Co-Founder & MD Reinventure Group

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For more information, visit: https://businessesoftomorrow.com.au

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