



## 2008 Australian Business Awards Fact Sheet

### Overview

Overall 54 outstanding organisations have been honoured with 82 Australian Business Awards. The 2008 Australian Business Award recipients were selected from 1073 organisations and 1726 entries overall, 211 of which were shortlisted.

The winners will be announced on 5 September 2008.

### Judging Process

All entries were rigorously evaluated by an independent judging panel of business experts and academics in accordance with the category criteria across seven main areas: leadership, impact, adaptability, corporate culture, customer and market focus, uniqueness and evidence of success.

### Provisional Data

- 1726 entries received overall
- 119 entries received in the Enterprise category
- 194 entries received in the Innovation category
- 178 entries received in the Service Excellence category
- 205 entries received in the E-Business Award category
- 26 entries received in the International Trade category
- 39 entries received in the Marketing Excellence category
- 94 entries received in the Recommended Employer category
- 53 entries received in the Community Contribution category
- 43 entries received in the Environmental Sustainability category
- 108 entries received in the Product Excellence category
- 113 entries received in the Product Innovation category
- 67 entries received in the Product Quality category
- 57 entries received in the Best Value category
- 42 entries received in the Best Product Range category
- 92 entries received in the Best New Product category
- 133 entries received in the Best Eco-Friendly Product category
- 73 entries received in the Best Organic Product category
- 35 entries received in the Design Excellence category
- 22 entries received in the CSR category
- 33 entries received in the Brand Management category

### Confidentiality

The identity of participating organisations which are not selected for an award will be kept strictly confidential. Only the names of the winning organisations will be made public.

Profiles of the activities and accomplishments for each Award recipient and further statistics can be viewed on the Australian Business Awards website as they are released.