

CRITERIA FOR 2024

# Smart50

# How to apply



# Call for entries

Since 2007, the Smart50 Awards have delivered national recognition to the fastest growing businesses across Australia.

Over the years, the Smart50 Awards have spotlighted and celebrated iconic Australian businesses including Atlassian, Canva, Showpo, Vinomofo, Untitled Group, Mr Yum, and so many more.

SmartCompany has partnered with Optus Business for the Smart50 Awards 2024. There are two key areas to apply to:

- The Smart50 list - which recognises the fastest growing SMEs in Australia; and,
- The Smart50 categories - which celebrate business achievements in areas of community, innovation and more.

## Key dates for 2024

**July 1:** Entries open

**September 6:** Earlybird entries close

**September 13:** Final entry deadline

**October 10:** Category Award shortlists announced

**November 14:** Live event



# Why apply?

Year after year, Australian businesses continue to lead the way with resilience and innovation. It's time to amplify and celebrate your success.

For 16 years, Smart50 has been the premier program for uncovering the best and the brightest in the nation's SME landscape.

[Look back at last year's winners and entrants.](#)

## Join a legacy of iconic Australian innovators.

Look back at [past winners and entrants](#) and you'll see the who's who of companies that have shaped Australia's business landscape, including Atlassian, Showpo, Vinomofo, Adore Beauty, Mr Yum and July to name a few. Smart50 winners stay in the headlines; some rake in billions, some define consumer trends, some make waves overseas or complete big acquisitions. What will this year's winner do?

## Be part of the story.

Hearing from you and gathering insights from your entries helps our editorial team uncover trends and form coverage that's more representative of the real experience of people in Australian business. On top of that, highlights, updates and winner announcements will be featured in SmartCo. Media's monthly reach of 1.9 million across the web and social media.

## Party!

What better way to cap off another challenging year than to get together and celebrate?

We'll count down our 2024 Smart50 and name the winners of our category awards at our end of year event on November 14.

# Eligibility, terms and conditions

By submitting your entry, you agree to the terms and conditions below.

## Eligibility for the Smart50 and Rising Star Award

In order to be eligible, businesses entering the *SmartCompany* Smart50 Awards must:

- be registered Australian businesses, and
- have demonstrable revenue growth year-on-year for the last three financial years\*.

Applicants applying for awards:

- have been in the business for a minimum of three years\*;
- demonstrate a minimum of \$500,000 (excluding GST) in revenue each year\*.

The Rising Star award recognises the achievements of high-growth startups.

\*Applicants applying for the **Rising Star** award:

- have been in the business for up to three years;
- demonstrate a minimum of \$500,000 (excluding GST) in revenue each year;
- are not eligible for the Smart50 list.

Companies applying for **Smart50** and **Rising Star Award** must:

- be independent, and not part of a larger corporation. For example, individual franchised stores are not eligible for the awards. Business divisions or subsidiaries of larger corporations are also not eligible for the awards; and
- have fewer than 200 employees.

# Entering – and winning! – the Smart50

[You can start your entry here.](#) Enter your details, confirm your eligibility and fill out the short survey questionnaire.

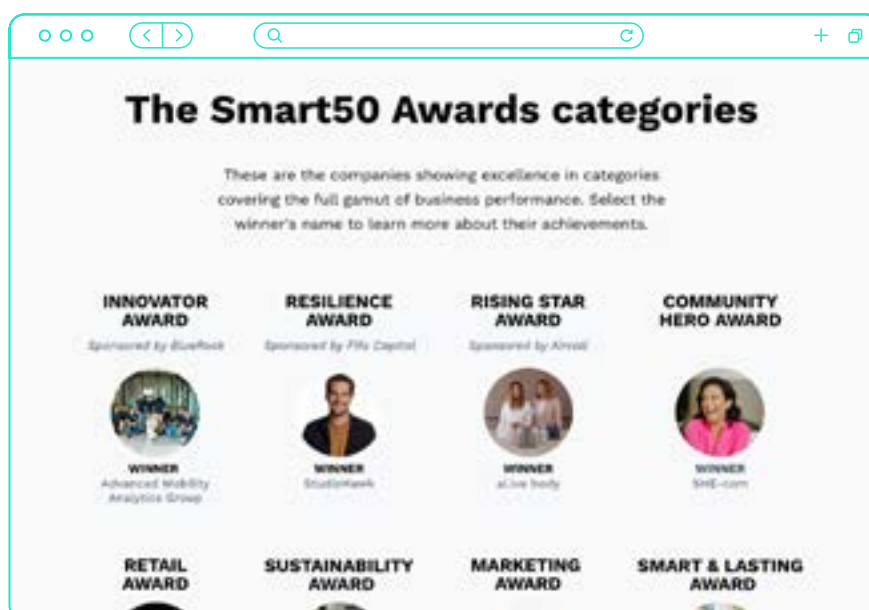
Supporting financial documentation must be provided in order to qualify for consolidation in the Smart50 awards. This should be in the form of:

- scanned documentation from the company accountant or financial officer proving annual revenue ex. GST for the past three financial years; or
- scanned documentation from the Australian Taxation Office proving annual revenue ex. GST for the past three financial years.

Should you be successful in making the Smart50, this information **WILL be published on SmartCompany**, example below.

The **Smart50** winner is the eligible Australian business with the highest growth over the three financial years.

The **Rising Star Award** Winner is the eligible Australian business up to three years old with the highest growth.



# The categories

In addition to the Smart50, *SmartCompany* also awards category standouts – such as community, innovation, and the Rising Star Award. These Awards are a huge part of the program, our chance to celebrate the positive and inspirational contributions of growing businesses beyond financial performance and your chance to showcase the great work your company has been doing over the last 12 months.

When completing your application, you are encouraged to choose and enter as many categories as you like! Shortlists will be made for each category, with our guest judges to assist in choosing standout winners.

## **Resilience Award**

This award recognises a business that has shown resilience, adaptability and leadership in the last year. Previous winners include Charlie's Fine Food Co and Untitled Group.

## **Community Hero Award**

**SPONSORED BY OPTUS BUSINESS**

This award will celebrate a small business that has supported its clientele or wider community in a productive, uplifting or charitable way.. Previous winners include The Creative Co-Operative and Code Like a Girl.

## **Rising Star Award**

**SPONSORED BY AUSTRALIAN SMALL BUSINESS AND FAMILY ENTERPRISE OMBUDSMAN (ASBFEO)**

Recognises the achievements of high-growth startups younger than three years. Startups younger than three years are not eligible for the Smart50 list, but can enter into the Rising Star award. Startups more than three years old are not eligible for the Rising Star award but can enter into the Smart50 list and other categories. Previous winners include Mr Yum and Zero Co.



## **Innovator Award**

This award celebrates initiatives that spark progressive change in an industry through disruptive strategies, digital solutions or original ideas. Previous winners include Mad Paws, ELMO and Easy Signs.

## **Retail Award**

This award celebrates innovations in product offer, outstanding customer service, employee care and sales and marketing initiatives. Previous winners include Hero Packaging and Muscle Nation.

## **Sustainability Award**

For the entrants who can best show examples of initiatives that support or promote energy or water conservation, waste reduction, climate action or environmental advocacy. Previous winners include River Stone Aquaculture Innovations and Your Food Collective.

## **Marketing Award**

We're looking for the most impressive marketing campaigns from an Australian SME this year. Without the big budgets and teams that come with a listed business, we want to celebrate the most clever and unexpected campaigns that got the impressions the business needed.

## **Smart and Lasting Award**

A 'hall of fame' category award for an Aussie business that has been a constant fixture of the Smart50 thanks to its continual growth and exemplification of the Smart50 values of innovation, resilience and community. Judged internally.

## **The People Power Award**

This award will celebrate a small business with an enlightened and supportive approach to its people and culture.

## **Entering – and winning! – the category awards**

A category shortlist is chosen internally, before guest judges score the entries based on the following criteria:

### **Context /10**

How well does the entry demonstrate a clear understanding of the challenges in its category and the solutions it offers?

### **Execution (action) /10**

How well did the business demonstrate an effective and unique approach to its situation?

### **Impact /10**

From the answers, was the business successful with a long-term positive impact?

### **Pitch, presentation and promotion /10**

Was the entry properly and clearly submitted?

### **Values /10**

How well did the entry understand and exhibit the Smart50 values of innovation, resilience and community?



# Ongoing communication

Please note that by entering the Smart50, you are accepting our terms and conditions and agree to share your contact details with the sponsor of this event, [in accordance with our privacy policy](#), and agree to receive relevant communications from *SmartCompany* and its partners.

Entrants will be able to opt-out at any time from marketing communication via a preference page.

For more details on how your data is protected, please refer to [SmartCompany's privacy policy](#).

## Payment

A discounted earlybird rate of \$150 AUD + GST closes on September 6. Full price of \$200 closes on September 13. Payment will be collected upon the completion of your entry.

All entry fees are non-refundable regardless of circumstance, including disqualification, withdrawal or the jury choosing not to short-list.

## Fair use of responses, imagery and supporting collateral

By entering the Smart50, entrants understand that all responses and images may be used by our editorial team.

- **SmartCompany will publish the provided revenue figures of all 50 companies** that make the Smart50. Example on following page. Requests to remove this information will be denied.
- Images and information provided in the entry questionnaire are to be used across *SmartCompany* and partner websites and may be used in Smart50 marketing materials.

SMART50 AWARDS 2023

# 1. Untitled Group

SMARTCOMPANY NOVEMBER 16, 2023

CO-FOUNDER NICHOLAS GRECO (SECOND FROM LEFT). SOURCE: SUPPLIED.

**Revenue:** \$59.5 million  
**Growth:** 597.41%  
**Founders:** Nicholas Greco, Filippo Palermo, Christian Serrao, Michael Christidis  
**Head office:** Melbourne, VIC  
**Year founded:** 2017  
**Employees:** 70  
**Industry:** Media and entertainment  
**Website:** [untitledgroup.com.au](http://untitledgroup.com.au)

## How Untitled Group started

Nicholas Greco, Filippo Palermo, Christian Serrao, and Michael Christidis had been running nightclubs together when they had a crack at hosting their own multi-day festival, Beyond the Valley, in 2014.

- Information you provide will be used to create your Smart50 profile article if you place in the 2023 list or win any Smart50 Awards.
- Your responses may also be used in *SmartCompany's* business news and thought leadership coverage.
- *SmartCompany* has editorial control over this information, may publish this across its channels without notifying you, and may refuse requests for edits.

- You can make updates to your entries before the cutoff date of September 1, but any prior material used in *SmartCompany* coverage will not be updated to reflect your changes.
- It is the responsibility of the applicant to ensure that all details, images and supporting documents are factually correct before submitting.
- Where misleading information is supplied, regardless of intention, we reserve the right to disqualify entries.

## Judging

The jurors reserve the right to re-allocate an entry into another category if they feel it has been entered into an inappropriate category.

- The jurors' decision is final unless new information comes to light after judging, in which case a ruling may be made by the organisers in consultation with jurors.
- Inclusion in the awards is at the discretion of *SmartCompany*, and decisions are final.
- Failure to comply with any terms and conditions may result in the application being ineligible for the 2023 *SmartCompany* Smart50 Awards.

The results of the Smart50 Awards are final and no negotiations will be entered into regarding the results unless evidence emerges nullifying eligibility of list place holders.

Please direct any questions to [events@smartcompany.com.au](mailto:events@smartcompany.com.au).

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2023

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