



2026 Awards (2026)

Excellence in Small Business (Region: Far South Coast)

Business NSW - Excellence in Small Business



aElrYpkA

Entry details

Trading name: Business NSW

Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations): Business NSW

Registered ABN: 63 000 014 504

How is your business structured? Company

Is your business classified as a not for profit? Yes

Main office address: Level 7, 8 Chifley Square

Suburb: Sydney

Postcode: 2000

Business trading commencement date: 2021-02-03

Number of employees: 6 to 20

What is the main industry your business operates in? Professional or Scientific or Technical Services

Is your business primarily business to business or business to consumer? Business to Business

Describe your business, product/service you offer to the market or industry

At Business NSW, we develop and integrate cutting-edge technologies to support the strategic priorities of Mining, Heavy Industry and Government. We excel at partnering with companies that need to rapidly design, develop, and integrate cutting-edge hardware and digital technologies to stay ahead in a competitive market.

Please provide a 100 word biography for your business to be used for promotional purposes.

At Business NSW, we develop and integrate cutting-edge technologies to support the strategic priorities of Mining, Heavy Industry and Government. We excel at partnering with companies that need to rapidly design, develop, and integrate cutting-edge hardware and digital technologies to stay ahead in a competitive market.

Website: <https://www.businessnsw.com/>

PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo. Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

PROMOTIONAL IMAGE 1



[Download \(19 KiB download\)](#)

PROMOTIONAL IMAGE 2



[Download \(19 KiB download\)](#)

Full name: Business NSW
Position: Test Entry
Email: test@businessnsw.com
Phone: +61416457290

The business has been trading/
operating for a continuous period
of two years or more and is not
bankrupt or trading insolvent at the
time of entry. ✓

This business has 6 to 20
employees on the payroll in
Australia at the time of entry. ✓

This business has not entered the
categories of Outstanding
Community Organisation,
Outstanding New Business,
Excellence in Micro Business,
Excellence in Medium Business or
Excellence in Large Business. ✓

A representative of this business
has not been a judge in this
category in 2025. ✓

A representative of this business is
not a judge in the 2026 Business
Awards program. ✓

Excellence in Small Business

Detail what your business goals and key milestones were for the past 12 months and how you achieved all or part of them. Include any measurable operational or financial outcomes that demonstrate your business performance over this period.

Business NSW set ambitious business goals aimed at driving growth, increasing recurring revenue, expanding into new markets, and supporting the tech community.

1. Transition to Recurring Revenue:

Goal: Shift significantly to a recurring model to ensure stable and predictable income.

Achievement: We successfully tripled our recurring revenue over the past year. By adopting a device-as-a-service(DaaS) model and securing long-term contracts, recurring revenue now comprises 50% of our total revenue. This shift has provided us with financial stability and predictability, allowing for strategic long-term planning.

2. Business Expansion and Scaling:

Goal: Expand our operations to support larger projects and enter new markets.

Achievement: We doubled our team, bringing in new talent to support our growing operations and innovation. This expansion enabled us to take on larger and more complex projects, increasing our market reach. Additionally, our new product is now operating in 3 countries & is set to double our current earnings, setting us up for continued growth.

3. Supporting the Tech Community:

Goal: Convert the Newie Slack channel (with 1,000 members at the time) into a fully incorporated not-for-profit and support its growth.

Achievement: We played a key role in transforming the Newie tech community into an incorporated NFP. Our efforts included financial backing, organizational assistance, and funding several meetups, which have been instrumental in fostering collaboration, innovation, and knowledge sharing within the Hunter region's techcommunity. Since incorporation, the community has grown 50%, now boasting nearly 1,500 members.

4. Launching New Initiatives:

Goal: Develop and launch new initiatives that align with our sustainability and innovation goals.

Achievement: We successfully launched several key initiatives, including the Shellshock AI system for protecting mine operators and the drone-based mangrove seeding project. These projects not only demonstrate our commitment to innovation and sustainability but also open up new revenue streams and market opportunities.

Provide an overview of the key features of your business plan including goals, innovations, strategies, and projected future outcomes.

At Business NSW, our business plan is designed to drive sustainable growth, foster innovation, and create significant industry and community impact. Here is an overview of our goals, strategies, and projected outcomes:

Goals:

Increase Recurring Revenue:

Transition more revenue streams to a recurring model for stable and predictable income.

Aim for recurring contracts to comprise 70% of our total revenue within three years.

Expand Market Reach:

Continue expanding into Malaysia and India, while opening doors to Indonesia and Canada.

Target a 50% annual growth in our client base, entering at least three new markets over the next two years.

Foster Innovation:

Continuously develop and integrate cutting-edge technologies in AI, edge computing, and systems integration.

Launch two new innovative products within the next 18 months to solidify our leadership in technology.

Sustainability Leadership:

Enhance sustainability initiatives, focusing on reducing electronic waste and supporting environmental projects.

Aim to reclaim and reuse 90% of deployed hardware by 2025.

Community Engagement:

Strengthen support for the tech community and educational initiatives, fostering collaboration.

Grow the Newie tech community to over 2,000 members by 2025 and support annual tech conferences.

Strategies:

Adopt a Device-as-a-Service (DaaS) Model:

Expand the DaaS model across all sectors, ensuring long-term contracts and hardware reclamation.

Talent Acquisition:

Double our team size by attracting top talent and investing in continuous professional development.

Strategic Partnerships:

Form alliances with key industry players to leverage new opportunities and enhance service offerings.

Innovation Pipeline:

Maintain a robust pipeline of innovative projects to stay at the forefront of technological advancements.

Community Support:

Increase involvement in local tech initiatives, such as the Newie tech community, and support STEM education through partnerships and funding.

Projected Outcomes:

Financial Stability and Growth:

Achieve a 60% increase in recurring revenue, with recurring contracts comprising 70% of total revenue within three years.

Market Expansion:

Expand our client base by 50% annually, entering at least three new markets over the next two years.

Technological Leadership:

Launch two new innovative products within the next 18 months, solidifying our position as a leader in AI and edge computing.

Sustainability Impact:

Reclaim and reuse 90% of deployed hardware by 2025, contributing to environmental sustainability.

Community Growth:

Grow the Newie tech community to over 2,000 members by 2025 and support annual tech conferences.

By focusing on these goals, strategies, and projected outcomes, Business NSW aims to achieve sustained growth, technological innovation, and significant positive impact on the environment and tech community.

Describe what makes your product or service unique within your industry and how it differentiates your business from competitors.

Business NSW's product and service offerings stand out in the industry due to our innovative approach, adaptability, and comprehensive support across multiple sectors. Here's what makes us unique and differentiates us from competitors:

1. Technological Innovation:

Shellshock AI: Our AI-powered In-Vehicle Monitoring System (IVMS) for mines revolutionizes safety by providing real-time monitoring and proactive intervention, unlike traditional systems that only record incidents. This enhances

operator safety and operational efficiency.

Advanced Drone Solutions: Our custom-designed drone platforms for environmental restoration, such as the mangrove seeding project, showcase our expertise in leveraging technology for large-scale ecological impact. These drones can seed up to 100,000 mangroves daily, significantly contributing to carbon sequestration and coastal protection.

2. Adaptability and Scalability: Multi-Purpose Hardware Platform: We have developed a versatile hardware platform that supports multiple sectors through software updates, preventing obsolescence and reducing electronic waste. Our device-as-a-service (DaaS) model allows for hardware reclamation and reuse post-contract, promoting sustainability and cost-efficiency.

Customization and Flexibility: Our solutions are highly customizable, allowing clients to adapt the technology to their specific needs without requiring new hardware. This flexibility differentiates us from competitors who offer more rigid and less adaptable solutions.

3. Comprehensive Support and Integration: Cross-Sector Expertise: Our team's extensive experience in AI, edge computing, systems integration, and mechatronics allows us to provide comprehensive support across various industries. This cross-functional expertise enables us to deliver integrated solutions that address complex challenges.

Strategic Partnerships: We collaborate with industry leaders like Orica and Epiroc, ensuring our solutions are aligned with the latest industry standards and innovations. These partnerships facilitate knowledge sharing and continuous improvement.

4. Sustainability Focus: Environmental Initiatives: Our commitment to sustainability is evident in projects like the mangrove seeding initiative and AI-powered biodiversity monitoring systems. These projects not only demonstrate our technological capabilities but also our dedication to making a positive environmental impact.

Sustainable Practices: By adopting a DaaS model and using recyclable materials like aluminum in our hardware, we minimize electronic waste and promote sustainable practices throughout our operations.

In summary, Business NSW's unique blend of technological innovation, adaptability, comprehensive support, and sustainability focus sets us apart from competitors. Our commitment to delivering impactful and customized solutions ensures we meet and exceed our clients' expectations, driving growth and fostering long-term partnerships.

Demonstrate how your business contributes to the local economy in your region.

Business NSW plays a significant role in bolstering the local economy in Newcastle and the Hunter region through various impactful initiatives and business practices.

Job Creation and Talent Development: Employment Opportunities: Over the past year, we have doubled our team size, providing numerous high-quality jobs to local professionals. This expansion has attracted top talent to the region, fostering a vibrant and skilled workforce.

Internships and Training: We offer internships and continuous professional development opportunities, equipping local students and professionals with cutting-edge skills in AI, edge computing, and systems integration.

1. Supporting Local Tech Ecosystem: Newie Tech Community: Business NSW has been instrumental in the growth of the Newie tech community. By funding and supporting the conversion of the Newie Slack channel into an incorporated non-for-profit organization, we have nurtured a thriving tech ecosystem. Our support includes financial backing, organizational assistance, and active participation in events, growing the community to nearly 1,500 members.

Annual Tech Conferences: We support and participate in annual tech conferences, bringing together innovators, entrepreneurs, and tech enthusiasts from the region. These events foster collaboration, innovation, and knowledge sharing, strengthening the local tech landscape.

2. Economic Impact Through Innovation and Sustainability: Technological Advancements: Our innovative projects, such as Shellshock AI and the drone-based mangrove seeding platform, position Newcastle as a hub for technological advancements. These projects not only create high-tech jobs but also attract investments and partnerships from global companies.

Sustainability Projects: Initiatives like the mangrove seeding project contribute to environmental sustainability while showcasing the region's commitment to green practices. This attracts environmentally-conscious businesses and investors, further stimulating the local economy.

3. Community Engagement and Education:

STEM Education Support: We actively support STEM education through partnerships with local schools and universities. Our projects, such as the high-altitude weather balloon initiative, engage hundreds of students, inspiring the next generation of innovators and promoting sustainable practices. Local Collaborations: By collaborating with local educational institutions and businesses, we ensure that the benefits of our projects extend throughout the community. These collaborations lead to shared knowledge, resource optimization, and a stronger local economy.

4. Boosting Local Businesses: Supply Chain Utilization: Wherever possible, we source materials and services from local suppliers, ensuring that our business activities benefit other local businesses. This not only supports the local supply chain but also encourages economic growth within the region.

Describe the key challenges your business has faced over the past 12 months and explain how you have managed their impact on your business's strategic direction.

Over the past 12 months, Business NSW has encountered several significant challenges that have impacted our operations, workforce, and external stakeholders. Here's how we have managed these challenges and their influence on our strategic direction:

1. Supply Chain Disruptions: Challenge: Global supply chain disruptions caused delays in procuring essential components, impacting project timelines. Management: We diversified our supplier base, established stronger relationships with local suppliers, and implemented flexible project timelines with transparent client communication. Impact: Prioritized local sourcing and built robust supplier networks for greater supply chain resilience.

2. Rapid Growth and Talent Acquisition: Challenge: Doubling our team size within a year introduced challenges in maintaining company culture and integrating new employees. Management: Comprehensive onboarding, professional development, and mentorship initiatives supported new hires and fostered a collaborative environment. Impact: Reinforced our commitment to investing in our workforce and shaped our focus on building a resilient, cohesive team.

3. Technological Advancements and Integration: Challenge: Keeping pace with rapid technological advancements while ensuring seamless integration into existing systems. Management: Established a dedicated innovation team,

provided regular training and adopted an agile project management approach. Impact: Prioritized flexibility and innovation, ensuring our solutions remain cutting-edge and relevant.

4. Economic Uncertainty: Challenge: Economic fluctuations affected client budgets and project funding, posing financial risks. Management: Transitioned to a recurring revenue model, secured long-term contracts, and diversified our client base. Impact: Emphasized financial resilience and diversification, focusing on securing recurring revenue and expanding our market reach.

5. Establishing a Board of Directors: Challenge: Rapid growth necessitated enhanced governance and strategic oversight. Management: Established a Board of Directors composed of industry experts for strategic guidance and best practices in governance. Impact: Refined our strategic direction, strengthened leadership and positioned us for sustained growth and success.

6. Client and Stakeholder Communication: Challenge: Ensuring effective and transparent communication during periods of change and uncertainty. Management: Implemented regular updates, virtual meetings, and comprehensive progress reports to keep clients and stakeholders informed and engaged. Impact: Highlighted the value of strong communication practices, with a focus on regular stakeholder engagement and transparency. Through proactive management of these challenges, Business NSW has reinforced its operational resilience, supported its workforce, and maintained strong relationships with external stakeholders. These experiences have significantly influenced our strategic direction, emphasizing resilience, innovation, and effective communication.

Log in to enter.businessnsw.com to see complete entry attachments.

The logo for Business NSW, featuring the words "BUSINESS" and "NSW" in a large, bold, white, serif font, stacked vertically on a solid black background.

BUSINESS NSW