

HONOURS FOR WA BUSINESSES

West's best reach Pinnacle

The best of WA business was celebrated at the inaugural AIM WA WestBusiness Pinnacle Awards on Thursday night. **Ben Harvey** takes a closer look at the winners

Aboriginal Leadership Development Excellence

WA businesses are rising to the challenge of increasing indigenous employment and this trend was reflected in a strong field of entries for the award.

Rio Tinto Iron Ore, Indigenous Construction Resource Group, Swan Districts Football Club and ScreenWest were short-listed but the Pinnacle went to **Yamatji Marlpa Aboriginal Corporation**, which donated its \$10,000 prize to the Clontarf Foundation.

It is the recognised native title representative body for the Murchison, Gascoyne and Pilbara and protects Yamatji and Marlpa country by offering a range of professional services to the traditional owners. Its mission is to pursue recognition and acceptance of Yamatji and Marlpa culture and develop a strong future for its people.

YMAC focuses on career development pathways for Aboriginal staff members and encourages leadership development.

Corporate Social Responsibility Excellence

Winner **Bis Industries**, a leading provider of specialist logistics and materials to the resources industry, was short-listed alongside strong entries from Woodside Energy, RAC WA, BG&E and the West Coast Eagles.

With more than 100 years' experience and employing 2000 people across 75 sites, Bis had a huge portfolio of work to choose its entry from.

The company put forward its Fairbridge Bindjareb project, which focuses on training and mentoring indigenous Australians in the criminal justice system. It aims to channel these people into jobs in the mining sector.

The judging panel said the project was "well targeted" and a successful initiative which represented "a real investment for the size of the organisation".

The \$10,000 prize will be donated to Fairbridge WA.

Customer Service Excellence

There are many reasons **iiNet** has not only survived but prospered in the fickle world of internet-based businesses. But one of the most important secrets to its success has been good service for its many customers.

It was fitting that on its 20th anniversary the company won the award.

Competing against a diverse short-list, including Synergy, Sparkle Dental Joondalup, Battery World Australia and DownerMouchel, iiNet's entry was considered the strongest because it represented a "seamlessly executed initiative".



Customer care: iiNet's team.



Marketing prize: P&N Bank's team.

The iiNet customer service model's efficiency comes from initiatives like segmenting customers to paint a picture of their "technological readiness".

The \$10,000 prize will go to Ronald McDonald House WA.

Green Business Excellence

With 100,000 workers supporting governments and companies in 30 countries across the areas of health, transport and justice, **Serco's** impact on the environment has the potential to be considerable. But well-planned environmental policies at business sites like Acacia Prison and judicial courts across WA mitigated that impact — and earned the company award and \$10,000 to donate to CanTeen.

In a short-listed field which included RAC WA, Quality Printer Cartridges, Brookfield Multiplex and MKDC, Serco was judged the strongest entry for its "continual small change philosophy".

This philosophy is evidenced in measures like upgrading washing machines to save 800,000 litres of water a year and using electrical vehicles at some sites.

The changes meant carbon emissions per employee was reduced by more than 40 per cent, while recycling and "no-landfill" programs reduced waste by more than 100 tonnes a year.

The judging panel noted the "consistent application of the project across all aspects of the business" created a green-friendly business.



Green philosophy: Serco won praise for its environmental policies.



Best of the best: The inaugural Pinnacle award winners at Crown Perth on Thursday night. Pictures: Ben Crabtree



'Unique': Growing Towards Wellness.

Human Resource Management Excellence

As one of the biggest councils in WA, workforce management needs to be high on the agenda at the City of Melville.

The city has maintained a motivated workforce of 735 capable of delivering 200 products and services to more than 100,000 residents and 9000 businesses.

The success of its policies was no doubt behind the enviable 89 per cent staff retention rate in 2012-13.

The judges considered strong entries, particularly from short-listed organisations the Bethanie Group, WA Football Commission, the City of Joondalup and iiNet but awarded the Pinnacle to the **City of Melville** after determining it had a "well-integrated approach to people development".

The \$10,000 prize will be given to charity Melville Cares Inc.

Innovation Excellence

Innovation is the lifeblood of business and with strong short-listed competition from iiNet, Epichem, Sentient Computing and Micromine, engineering firm **Transmin** had to do something special to win the award.

Established in 1987 to provide engineered solutions and services for mining, processing and bulk materials handling industries, Transmin operates in a field where technical development is the cornerstone of business growth.

Its "Rocklogic" project, a



Groundbreaking: The Transmin team with their innovation award.

groundbreaking automation product that eliminates safety risks in critical mining operations, was a stand-out.

It increases the efficiency of rock-breaking operations by minimising downtime and increasing throughput.

The judges hailed Transmin's "world-leading technology" as a "true demonstration of business leadership".

Transmin's \$10,000 prize will go to the PMH Foundation.

Marketing Excellence

This year's transformation of Police & Nurses Credit Society to **P&N Bank** was always going to be challenging. But the marketing campaign that accompanied the corporate overhaul meant the transition was as seamless as possible.

In this highly competitive category, the bank was short-listed alongside Webb and Brown-Neaves, the City of Perth, Murdoch University and the Rottneest Island Authority.

P&N Bank's entry focused on the marketing needed to position the WA institution as a valued alternative to the big banks.

The entry emphasised the delicate operation to harness consumers' existing awareness and successfully carrying it across to the new brand. The numbers speak for themselves — within four months of the rebrand new home loan funding had rocketed and the number of new members was up considerably.

The judges applauded a "solid, well thought-out strategy."

P&N nominated the Channel 7 Telethon Trust to get the \$10,000.

Regional Small Business Excellence

The vexed issue of mental health in country WA is tackled each day by the winner of this award.

Growing Towards Wellness is a not-for-profit organisation that has serviced WA's regional communities since 2006.

The business harnesses the rehabilitative powers of horticultural therapy, education, training and employment to help patients of psychiatric hospitals and people living with or recovering from mental illness.

GTW's work has enabled more than 450 people to re-engage with the community.

The judges were impressed by the short-listed entries from The Goldfields Indigenous Housing Organisation, Foodbank WA and Indigenous Construction Resource Group, but deemed GTW's the stand-out.

Through projects in Bunbury, Busselton, Rockingham, Mandurah and Fremantle, one in three GTW clients obtains nationally recognised qualifications.

The judges applauded GTW's "unique" and "well-structured" model.

The \$10,000 prize money will go to St Vincent de Paul Society WA.

See more pictures from the awards in Wednesday's *WestBusiness*