



**John Barilaro**  
Deputy Premier  
Minister for Regional NSW  
Minister for Industry and Trade

## **MEDIA RELEASE**

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### **SAFETYLINK GRABS LIMELIGHT AS REGIONAL EXPORTER OF THE YEAR**

Hunter-based SafetyLink has had its business credentials recognised after collecting the Regional Exporter of the Year Award at last night's prestigious Premier's NSW Export Awards at The Star.

Deputy Premier and Minister for Regional NSW, Industry and Trade John Barilaro congratulated SafetyLink and all the finalists for making a long-term contribution to the NSW economy by creating employment, cultivating innovation and representing NSW businesses on the world stage.

"It's terrific to see regional winners amongst the state's most enterprising export businesses, proving that geography is no barrier to international success," he said.

"Businesses that export are more profitable, more productive and have stronger growth prospects."

In total, eighteen NSW businesses were recognised for their outstanding success and contribution to the state's trade output at the annual awards.

"These businesses represent the very best NSW has to offer – from small, family-owned businesses to listed corporations, they are making a tangible contribution not only to New South Wales but the entire nation," Mr Barilaro said.

The Thornton-based SafetyLink, which began operating in 1998, is the local leader in fall protection; designing, engineering and manufacturing cutting-edge height safety equipment, including the first energy absorbing anchor point.

Such is the demand for SafetyLink's innovative safety products, they are currently exporting to the US, France, South Africa, India, China, Malaysia, Singapore, Hong Kong, Thailand, Vietnam, Fiji and New Zealand.

Head of Safetylink Robin Ellard said: "We are really excited to be recognised as a regional exporter in the Premier's NSW Export Awards. This recognition gives

credence to all that SafetyLink is doing to create a superior product that suits markets globally.”

Mr Barilaro said: “Every exporter who is investing in growing their overseas markets is also helping to grow and support local communities. It is fantastic to see so many of the winners and finalists, including SafetyLink having taken advantage of assistance from the NSW Government including advice from our export adviser network.”

Cover Genius, which is streamlining the insurance sector with simple policies and instantly approved claims, was crowned the 2019 Premier’s NSW Exporter of the Year.

The insurance technology company, which was only started in 2014 and now partners with the world’s largest online companies, also took out the national Professional Services Award.

Organic baby food producer Bubs Australia, started in CEO Kristy Carr’s kitchen, was named the NSW Exporter to Asia, while leading data science and AI firm, Quantum, won the NSW Development Impact Award.

Amongst the winners, the Emerging Export Award went to socially aware mattress brand Koala.

Heath Baker, Acting CEO of the Export Council of Australia (ECA), said NSW businesses had the innovation and expertise to succeed on a global stage and it was important that we recognise their tremendous efforts and achievements.

“It’s fantastic to also see the diversity of the companies that entered the awards this year,” he said.

“The awards acknowledge and celebrate the success of NSW companies internationally. They also encourage business not currently exporting to think global.”

Annually exporters make a significant contribution to the NSW economy, with goods and services exports worth \$89 billion in the 2017-2018 financial year.

The NSW Government can assist companies wanting to export their products and services with its network of export advisors across the state including in Sydney, Gosford, Nowra, Orange, Port Macquarie, Tamworth and Wagga Wagga. For further details of how to access support, go to: <https://www.industry.nsw.gov.au/export-from-nsw/export-assistance>

For further details of how to access support please click [here](#).

For more information on the award winners, please click [here](#).

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