

Celebrating WA's successful entrepreneurs



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SUCCESS: The awards celebrate the entrepreneurs who make WA successful. Photo: Gabriel Oliveira

2019 RISING STARS AWARDS rising-stars.com.au

Masters a study in service

In the past five years, Rochelle Masters has seen her small psychology clinic in Perth's northern suburbs grow through her unique approach to community engagement.

Jordan Murray

jordan.murray@businessnews.com.au

THE growing number of high-profile Australians speaking out about their struggles may have changed the discussion around mental health issues in the community, but there remains widespread unwillingness to reach out and seek help.

And Rochelle Masters, managing director of Masters & Co Psychology and Wellness, says the reasons for this are complex.

"We have people visit our clinic from all walks of life, from kids around the age of five to seven through to older adults, irrespective of cultural, religious or political affiliation," Ms Masters told *Business News*.

"Mental health challenges are tyrannical oppressors, which is why when you are afflicted with a mental health issue and are in need of care, you need to trust it and feel safe."

Now in the fifth year of running her practice, Ms Masters has engaged with communities across Perth to break down the stigma around mental health issues, more than doubling turnover and employing a staff of 10.

It's for those efforts that Masters & Co has won the *Business News* Rising Stars award for best small business, as well as being named the overall winner for 2019.

For Ms Masters, the win is an affirmation of her approach to mental health care, which began seven years ago when she first flicked through the pages of the Mental Health 2020 Strategic Policy.

A weighty, technical document concerning the government's mental health strategies, she found reading it to be both professionally and personally challenging.

"I saw an enormous need for good mental health care," Ms Masters said.

"It said there was going to be a cut to funding for the public mental health care system, and it encouraged psychologists like me to embed ourselves in the community and mobilise people.

"When I read that, I thought it meant that if we could each play a small part, then together we could effect a meaningful solution."



ON TOP: The Masters & Co team celebrate their Rising Stars win. **Photos:** Gabriel Oliveira

Two years later, Ms Masters began her career as a solo practitioner, working 10-hour weeks and spending the rest of her time as a stay-at-home mum volunteering in the local community.

It didn't stay that way for long.

In just three months, her practice received 350 referrals from GPs; within a year-and-a-half, that number had grown to the thousands, with Ms Masters quickly gathering a team to work alongside her.

"My 10 hours had obviously blown out a little bit," she said.

"I had to ask the mayor for help finding a building that could cater to the community's mental health needs."

Ms Masters' challenges weren't limited to capacity, however.

With fewer than 3,000 registered psychologists across Western Australia, understaffing was, and continues to be, an issue in the sector.

It was a similar story in terms of general awareness for mental health services, Ms Masters said, adding that 30 per cent of people were unaware they could access mental health care through their GP.

With 9.6 million mental health care plans written up nationwide in the past year and only 2.4 million used, she believes problems extended deep into the community.

"You've got to ask yourself why, if that many people need mental health care plans but only one in four are using them, where's the gap?" Ms Masters said.

"There are a lot of reasons for it, but there's a lot of misunderstanding about our industry that we would like to change.

"As a wife, a mother and a woman, I never intended to become the pin-up girl for mental health issues.



ROLE: Rochelle Masters says her business aims to serve the community in unique ways and be responsive to their needs.

“*When we're agile, competent and passionate about what we do; there are a lot of opportunities*

- Rochelle Masters

“Yet what happened to me in those earlier years was a realisation that model of care we delivered was effective, and that I loved developing clinics

to cater for people's needs.”

Approaching this challenge has been difficult, Ms Masters said, given the regulation around marketing



psychological services in the sector.

For example her business is not allowed to have a star rating on Facebook, nor is it allowed to provide testimonials for its services.

“[Because of that, the] hope aspect of our business can be difficult for people to tangibly hold onto,” Ms Masters said.

“Yet when you do the right thing by one person, there's nothing that word of mouth can stop.

“A lot of our early opportunities were in word-of-mouth referrals, but having grown since then I've seen it's

important to have an expert team and industry leaders join to effect change.

“It's about serving the community in unique ways and being responsive to their needs.”

New practices

As Masters & Co has evolved, so too has the scope of Ms Masters' role.

Today, she works with strategists to understand the emerging needs of the community, as well as how to market and build access to mental health services.

“That doesn't mean I want this business to become the McDonald's of mental health care, but better access to better outcomes is essential,” Ms Masters said.

“Part of our planning has been trying to be innovative, particularly in the online space and having more clinics across WA.

“We've also looked at continuing to educate on prevention and early intervention [in mental illness], partnering with schools and not for profits.

“Anywhere where there are people, we love to get in early and educate around what we need to do to look after each other in the community.”

Given the regulations around marketing mental health services, Ms Masters said an intentional marketing approach would be important to business expansion.

“Most of our clinicians must be okay with being filmed and building a profile,” she said.

“It's not about hiding behind a closed door, but getting out there and saying, ‘This is who I am and this is what I do with my work.’”

Masters & Co clinics receive between 45 and 65 referrals every 10 days.

“Obviously, there is an enormous need for good mental health care,” Ms Masters said.

“In this [office], we believe that hope intersects with observable science.

“We can't just give people the science and we can't just give them hope.

“When the two intersect it's transformative, and people receive tangible, meaningful change when they come here.

“When that happens, there is meaningful change. People need their suffering reduced, and the difference we make is that we can evidence that change.

“When we're agile, competent and passionate about what we do; there are a lot of opportunities.

“There's a lot that has changed about that in the past five years, particularly in the media, but [mental health care] is still an area that is misunderstood.”

Lithium growth sparks MSP



AFFINITY: MSP executive chair Peter McSweeney spent time in China to help develop the Tianqi expansion plans. **Photo:** Gabriel Oliveira

Matt McKenzie
matthew.mckenzie@businessnews.com.au
@Matt_Mckenzie_

GROWING demand for battery metals has created a golden opportunity for MSP Engineering, with contracts for two big projects helping the business grow revenue by 6,000 per cent in three years.

The West Perth-based business was founded 50 years ago by John McSweeney and designed technology for processing at the Greenbushes tin mine.

Half a century later the mine is under the ownership of Talison Lithium, and producing a different commodity – lithium.

But family-owned MSP, which was named this year's Rising Stars professional and large services winner, has retained its close ties to the Greenbushes operation.

The business is lead contractor for the expansion of the mine, where capacity is increasing from about 600,000 tonnes per annum to as much as 2.8mtpa through a number of stages.

In Kwinana, where Talison part owner Tianqi Lithium is building a \$700 million lithium hydroxide refinery, MSP is leading both stages of the project.

All of this has meant the company expanded its workforce from 20 people

325

MSP WORKFORCE

to 325, with an additional contract workforce of about 1,500.

MSP said it had been happy to take on design risk when other engineers may not, which had supported growth opportunities.

The company also believes its strong relationship with Tianqi has played a part in its success in winning lithium work.

Executive chair Peter McSweeney worked with Tianqi in China to develop a blueprint for the Kwinana operation, which will mean a dramatic increase in the scale of the company's lithium hydroxide production.

MSP said its support for Tianqi had helped kick-off the battery metals manufacturing investment boom that has since taken off in Western Australia.

The company is also proud of its prioritisation of local content.

About 90 per cent of the Tianqi plant was made or sourced in WA, with only process critical equipment made elsewhere.

MSP plans to build on its position in metals and minerals processing, and diversify into new markets.

Magellan sets out long-term goals



PLANNING: The Magellan team has overcome adversity by investing in tech and R&D.

Adrian Rauso
adrian.rauso@businessnews.com.au

MAGELLAN Power has grown from a sole trader business to a widely recognised manufacturer with more than 50 staff since it started out 28 years ago.

The winner of this year's Rising Stars award for family business, Magellan company has supplied DC and AC power

systems and associated equipment to numerous sectors including, hospitals, substations, oil rigs, airports and mines.

It has supplied battery chargers for BHP, Essential Energy, AGL's Liddell coal power station, and Horizon Power's Onslow microgrid.

As the business expanded on the back of securing work with these major clients and many more, several family members of director Masoud Abshar became

employed at Magellan. His daughters Jolleh and Shireen work in marketing and business improvement, and their husbands, Baris Celep and Rory Bannon, are employed as sales engineers. Masoud's sister Nasrin is the stores manager, and his nephew Sepehr Abshar is also a sales engineer. Masoud's wife, Lynne Abshar, is a co-director.

And while there's obviously a large family element to the business, Magellan

50+

MAGELLAN STAFF

prides itself on an ethnically and culturally diverse work environment. More than 23 different nationalities are represented among the company's 57 employees.

Despite its successes, the company's growth has not been without hurdles. Its revenue halved and full-time staff numbers fell from 45 to 24 between 2013 and 2016 during the resources sector slowdown in Western Australia.

During this period, however, the company maintained a strong investment in technology research and development. This enabled Magellan to capitalise on the resurgence of the sector, and it is currently experiencing its greatest growth since the business began in 1991.

The company's experience during the weak period of resources activity has taught it to look at the bigger picture, and it has implemented a 25-year strategy to ensure the family business continues into the distant future

Teck Global solution powers growth



NICHE PLAY: Teck Global engineering manager Ben Ko (right) and operations manager David Ong flank managing director David Zucaro. Photo: Scott Andrew Morgan

Dan Wilkie

dan.wilkie@businessnews.com.au

WHEN Teck Global founder David Zucaro lost his job due to the collapse of his former employer, Forge Group, he saw an opportunity to fill a niche in the power systems and electrical engineering market.

Mr Zucaro said the status quo in the sector was for a firm to provide consulting and engineering or to manufacture power distribution projects.

To set Teck Global apart, Mr Zucaro set about doing both – covering entire projects from start to practical completion.

The company, which is the 2019 Rising Stars medium-sized business category winner, designs, engineers and manufactures electrical kiosk substations, switch rooms, integrated power transformers and custom control panels for the resources sector, growing from a two-person operation at its launch in 2014, to 35 staff in 2019.

Teck Global's comprehensive approach has resulted in the company manufacturing, supplying and installing power systems for some of the world's biggest resources groups, including BHP, Rio Tinto and Roy Hill.

Mr Zucaro said Teck Global's next phase of growth would be driven by a

35
TECK GLOBAL STAFF

move to new premises – a 3,000 square metre office and workshop facility to cater for its rapidly growing workforce.

"Our mission is to be the leader in electrical systems integration and engineering, and expand nationally and internationally," he said.

Mr Zucaro said the company's strategic plan was to build its business through the strength of its employees, with individuals chosen not just on their level of technical knowledge, but also how they would complement the existing Teck Global team.

He said Teck Global also targeted workers with real-world experience in the resources sector, providing a competitive edge through first-hand knowledge of clients' needs.

"This strategy has definitely contributed to our growth - we design our products well from the beginning so there are less changes to design work, thereby making our turnaround time faster," Mr Zucaro said.

"Our strategy of keeping our office and workshop together also means our engineers are on hand for any enquiries from our electricians straight away."

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Family Business Australia

Bros to roll out plumbing plan



BRANCHING OUT: Founders Jos Weston (left), James Riddle and Joe Papiccio say they are ready to take Plumbing Bros to a national level.

Dan Wilkie

dan.wilkie@businessnews.com.au

IN just its third year of operation, Plumbing Bros has embarked on an ambitious plan to roll out its business model across the country.

The Rising Stars startup category winner, Plumbing Bros has taken a white-collar approach to a blue-collar

industry, creating a process-focused model to drive efficiencies across its business.

Chief executive and co-founder James Riddle said Plumbing Bros was established by three friends in 2017 with the goal of becoming Perth's most trusted commercial and domestic plumbing maintenance company.

However, with its rapid revenue and profit growth, Mr Riddle said Plumbing

Bros' business model was so good that the company's founders felt obliged to share it with others.

"In an industry filled with specific trade-based workmanship ability, we identified a genuine lack of business nous," Mr Riddle told *Business News*.

"Seeing this gap, we created a system-based, process-driven white-collar business for a blue-collar industry."

In July, Plumbing Bros expects to launch its expansion plan, aiming to sell 74 franchises across Australia over the next five years.

If the move succeeds, more than 740 people will be working under the Plumbing Bros banner.

Mr Riddle said the company had been built on the premise of being a disruptor in the trades and services sector, with Plumbing Bros leaning heavily on technology, including a purpose-built smartphone app, to establish its point of difference.

74
NATIONAL FRANCHISES
PLANNED

"Plumbing is plumbing," Mr Riddle said. "When you employ a plumber, there is an expectation they know what to do and how to fix the plumbing issue."

"We believe simply being great plumbers is not a strategy, it is an expectation."

"Plumbing Bros have a tried and tested system that drives our business - whether you are a Plumbing Bros plumber, office manager or business development manager you have clear and precise structures and procedures to follow."

West Winds blow strong for Tailor Made



BOUTIQUE: An artisanal approach to distilling has vaulted Paul White's Tailor Made Spirits Company into the upper echelon of Australian gin producers. Photo: Gabriel Oliveira

Dan Wilkie

dan.wilkie@businessnews.com.au

MAKER of The West Winds gins, The Tailor Made Spirits Company, prides itself on providing

a point of difference in the craft distilling space.

Established through a small distillery in Victoria Park in 2010, Tailor Made embraced a pioneering philosophy, particularly in the use of Australian

botanicals such as sea parsley and bush tomato, to make its products stand out.

That strategy quickly bore fruit; soon after its launch, Tailor Made's West Winds Cutlass and West Winds Sabre gins had become so popular among bars and cafes that the distillery had to be relocated to a larger facility in Margaret River.

"Activities that are key, but not unique, are outsourced," Tailor Made chief executive Paul White said.

Tailor Made now produces four varieties of West Winds gin, while also creating several seasonal products each year, as well as a range of pre-mixed gin and tonic varieties.

\$930,000 RAISED VIA CROWDFUNDING IN 2018

As well as a bigger distillery, Tailor Made set up a gin bar within Leederville's Bill's Bar & Bites, a venue the company uses to showcase its products via a range of experimental and traditional cocktails.

However, it was a push into wholesaling that drove more rapid growth for the firm, which is the winner of the micro business category in this year's Rising Stars.

In another innovative move, Tailor Made shifted its packaging and shipping operations to contract providers in Victoria, setting the base for rapid revenue growth by mitigating the costs of transporting product to east coast markets.

And while the company has pushed the boundaries with ingredients and been innovative with distribution, Tailor Made also embraced new-generation methods of capital raising, laying claim to Western Australia's largest crowdfunded equity raise of more than \$930,000, conducted in 2018.

"My commitment to produce leading craft spirits is matched by my undertaking to generate returns for the shareholders that are supporting us," Mr White said.

"It requires constant evaluation not only of our products, but also an evolving operating model so that we are efficient, cost-effective and scalable while maintaining our high quality."

Wungening cements reputation, growth



CARE: Wungening's new facility is said to be the largest and highest-funded refuge in WA.



James Bowen
news@businessnews.com.au

A SPIKE in revenue of more than 450 per cent over a four-year period would be welcome news for any organisation.

It has an added resonance for non-profit operation Wungening Aboriginal Corporation, winner of the Rising Stars indigenous award, where its 2015-2019 achievement representing a new level of commitment to creating a healthy, safe, strong and sustainable Aboriginal community.

Starting in 1989 and long operating as an alcohol and other drug (AOD) service in isolation, Wungening now provides family support services, youth and adult justice programs, and management of four prison family visitor centres and a refuge for women and children.

This new focus is reflected in Wungening's name change from the Aboriginal Alcohol and Drug Service to the Noongar word for 'healing'.

It was also accompanied by a jump in staffing levels from 58 to 189.

The diversification drive recognised that AOD issues do not appear in isolation but are linked to a range of other significant social issues.

A key milestone in the expansion phase was Wungening's acquisition of land and funding for capital works and

189

STAFF AT WUNGENING

associated programs for a new purpose-built refuge.

The new facility has doubled the number of families Wungening can accommodate and is said to be the largest and highest-funded refuge in Western Australia.

Wungening attributes the project's success to a multi-partner approach to funding.

It also benefited from an innovative and integrated service model that has since been championed by state and federal stakeholders.

The organisation also expanded its funding base by positioning it as the leader of two consortia, each consisting of four agencies with diverse experience of delivering community services to vulnerable and disadvantaged populations.

Having smoothed out some kinks arising from its rapid expansion and diversification, Wungening is now aiming to build its brand and also establish the first Aboriginal residential rehabilitation centre in the South West of WA.



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Mosaic put the pieces together



PLANNING: Mosaic Community Care chair Geoff Parnell (left), chief executive Pippa Cebis and board member Philip Barker.



Jordan Murray

jordan.murray@businessnews.com.au

A FOCUS on managing operational costs and detailed long-term planning has earned Mosaic Community Care a Rising Stars award in the not-for-profit category.

Since 2016, the Perth-based disabilities service provider has undergone an increase in turnover and expanded to employ 153 staff to keep up with growing demand for its services.

Mosaic attributes its growth in that time to a variety of factors, such as engaging employees' non-job-related skills to reduce resource costs, as well as expanding its service availability north of the city.

However, it was Mosaic's preparedness for the National Disability Insurance Scheme in 2018 that ensured it was able to handle an intake of new clients.

Founded in 1992 by a group of community members who saw a lack of good options for their loved ones with disabilities, the organisation has since transitioned to a 'profit for purpose' model with an emphasis on financial security.

Recognising that implementation of the NDIS would lead to changes in how

1992

MOSAIC COMMUNITY
CARE FOUNDED

the business operates, Mosaic's leadership team invested money in a safety net for future divestment and strategic growth.

That proved beneficial, given the financial pressures resulting from the rollout of the NDIS. However, its financial strength and attention to costs has ensured Mosaic can weather the changes while continuing to deliver vital services to the community.

Nowhere was that preparation more necessary than with Mosaic's community access and support service.

One CAS client who benefits from Mosaic's financial stability is a non-communicative Iranian immigrant who uses the funding to attend his local Baha'i Faith community in Rockingham; another man with cerebral palsy uses it to sing at open mic sessions in Fremantle.

It's that ability to empower individuals within tight budgeting constraints that made Mosaic stand apart as a rising star.



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Illuminance shines light on diversity



GROWTH TARGETS: CEO Nilesh Makwana (left) and principal consultant Vincent Lam are heading Illuminance Solutions' expansion to Adelaide and Brisbane.

James Bowen
 news@businessnews.com.au

ILLUMINANCE Solutions is a Perth-based advisory and consultancy service delivering information technology-based solutions to clients in the non-profit sector.

When it comes to sources of its own success, the company acknowledges its people above all else, and has been recognised for this with the Rising Stars diversity award.

Diversity is a key attribute of the Illuminance workforce, which has grown from two to 30 as the company's order book has expanded over the past five years.

In addition to Australia, its personnel hail from countries including India, China, Malaysia, Norway, Sri Lanka, Germany and many more.

Illuminance also fosters strong female representation and has worked with The University of Western Australia to recruit Aboriginal and Torres Strait Islander youth.

Its workers have a wide diversity of ages and include several people with disabilities.

Illuminance says diversity is not only the right thing to do, but good for business.

The company was founded in 2012 and went on to specialise in catering to the non-profit sector after recognising a need for improved business solutions here.

2012 ILLUMINANCE SOLUTIONS FOUNDED

It has since been recognised as a Tech for Social Impact partner with Microsoft and developed a wide range of technology systems using the Microsoft cloud for clients including Autism WA, Nulsen, People Who Care, Master Builders Association WA and several Aboriginal organisations.

As its client base has tripled and revenue almost doubled in the past five years, Illuminance has recruited workers who add to its knowledge base and commercial success.

Products whose success these workers have contributed to include the AvantCare platform, which has assisted organisations responding to National Disability Insurance Scheme changes, and the Aboriginal Trust Management System, which caters to organisations responsible for distribution and investment of funds from native title claims.

Several of these products have been recognised with technology industry awards.

Following its Perth-based success, Illuminance is now targeting expansion into Adelaide and Brisbane.

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Regen to innovate beyond solar success



PLANS: Chem Nayar says Regen Power is targeting a 15 per cent share of the WA market within three years.

James Bowen

news@businessnews.com.au

INNOVATION is a continuous focus for solar power provider Regen Power as part of its ongoing growth mission.

The winner of this year's Rising Stars people's choice award, Regen has about an 8 per cent share of Western Australia's residential and commercial solar sales market, with more than 15,000 rooftop photovoltaic installations placing it in the state's top three solar retailers.

It is targeting a 15 per cent share and market-leading position within three years.

Regen is also not afraid to diversify and has deployed off-grid solar solutions to mining projects and tourist resorts across WA.

It has likewise made strong impressions in international markets, including through commissioning ground-mounted utility scale solar farms in Malaysia and Vietnam, and installing India's largest floating solar power plant.

Regen's annual revenue has more than tripled in the past four years and it invests more than 2 per cent of this back into research and development.

Led by chief executive Chem Nayar, the company uses R&D to target further breakthroughs in technologies that can reduce fuel and power costs and greenhouse emissions for its customers.

Regen has received important industry awards for its efforts, forged links with The University of Western Australia and other academic institutions and received

8% REGEN POWER'S SHARE OF WA RESIDENTIAL-COMMERCIAL SOLAR SALES

significant external funding, such as \$600,000 from the Australian Research Council for its investigation of renewables-based microgrid applications.

The company's embrace of innovation is not limited to the renewables product space.

Another key to Regen's success has been shifting its marketing strategy to more digital channels and adopting a cloud-based customer relationship management system.

After significant losses arising from warranty claims in 2013-2015, Regen also turned from importing panels and inverters to sourcing premium products from WA-based suppliers.

The company is aware of looming business challenges such as solar market saturation and is again planning to innovate and diversify, into batteries, to ensure continued success.

RISING STARS
2019



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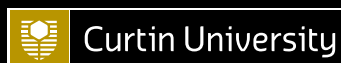


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2018

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Aboriginal Corporation
Cranecorp Australia
Docmosis

Greenbatch
Spacecubed
SPH Architechure +
Interiors

Vanguard Performing
Arts
Wanneroo Basketball
Association

2017

NUHEARA

Abco Products
Camera Electronic
kwik-ZIP
Passing Paws Pet
Cremations
PeopleSense
Quality Printers &
Cartridges
TAMS Group
Wattnow Electrical
Site Services Holdings

2016

INJURY CONNECT

Chemo@home
Austral Fisheries
Ford & Doonan Air
Conditioning
PC Locs
Mallard Contracting
Access Housing Australia
Alyka
AWB Building Co

2015

SEQTA SOFTWARE

Funky Monkey Bars
Harrier Human Capital
Integro Private Financial
Consulting
International Maritime
Services
PDC BIM
Performance on Hand
Proactiv Payroll Australia
Dinner Twist
Sun Connect
TAMS Group

2014

EXECUTIVE RISK SOLUTIONS

CADS Survey
Crawford Property Group
Digital Dialogue Media
Momentum Wealth
Monford Group
PAID International
Tasman Power WA
Total AMS
Velrada
HealthEngine

2013

BHAGWAN MARINE

BG&E
Alyka
Global Electrotech
Monford Group
Present Group
Primero Group
Site Projects Group
Vesco Foods
Yahava KoffeeWorks

2012

HAGSTROM DRILLING

ADCO Electrics
Alltype Engineering
Atlas Linen Service
Central Systems
ECM
McLaren's Raw Hire
McNally
WBHO Civil
Xcitologic

2011

VELOCIOUS

Skill Hire WA
Marble Group (WA)
Ocean to Outback
Contracting
Sun Connect
Croissant Express
Jus Burgers
Australian Pressure
Testing Services
Oceanic Medical Imaging
Addwealth

2010

DATAKOM SYSTEMS WA

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WA
Cablelogic
Globetrotter Corporate
Travel
Hollywood Fertility
Centre
ICM Group – Engineering
Services
Netlink Group

2008

STRATEGIC MARINE

SWG Operations
POWERTECH
Carr Civil Contracting
Marine & Civil
Northerly Group
NGIS Australia
Kate Morgan WA
Specialised Broking
Associates
West Coast Group
Superannuation

2006

AUSTRALIAN MINE SERVICES THINKSMART

National Lifestyle Villages
Designtec Commercial
Furniture
L7 Solutions
DVG Automotive Group
Steel Blue
TCC Group
Morrison International
ZettaServe

2005

CALIBRE PROJECTS

Change Corporation
Messages on Hold
Blackadder Group
PIVoD Technologies
Australian Finance Group
National Lifestyle Villages
AGO
Total Catering Solutions

2004

EMPIRED

Ozgene
Messages on Hold
Australia
Commtech Wireless
Australian Finance Group
Rewards Group
Blackadder Group
Benchmark Debtor
Finance
PIVoD Technologies
Global Dial

2003

GATECRASHER

MPL Group
Mainsheet Corporate
ineedhits.com
Comtech Wireless
Daniels Printing
Craftsmen
Plan B Financial Services
Anglican Homes
RentSmart Holdings
Australian Finance Group

*Rising Stars awards were not held in 2007

FIRST/EQUAL FIRST

CRISING STARS



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SHINING: *Business News* celebrated the ambitious people who are building companies in WA across many industries, from plumbing to psychology, technology to...
Photos: Gabriel Oliveira





ology and indigenous business.





MARK POWNALL
Business News CEO

Mark Pownall is devoting his considerable professional skills and energy to driving growth at Western Australia's leading independent provider of business news and data. He has more than 25 years' experience in newspapers and online media in Perth and London, and has been a regular commentator on TV and radio, adding insight to the often-complex machinations in the WA business scene.



CLINICAL: The Rising Stars judging panel met three times over a three-week period to whittle the 60 entries down to the category winners. **Photo:** Gabriel Oliveira



Jackie Shervington
AGL WA state manager

Jackie Shervington was appointed WA state manager for AGL to support the growth of the business in the state's gas market. Ms Shervington was formerly the CEO of ineedhits.com (now Bonfire), and headed the customer development team at BankWest, pioneering work with database profitability as well as customised direct marketing and loyalty programs. She has been active in the tech startup community, having co-founded eGroup. She also co-founded a regional community newspaper, *Northern Valleys News*.



MARK DE LUCA
Armada Accountants & Advisors director

Mark De Luca has 25 years' experience helping clients maximise their overall wealth and enhancing the value of businesses. His industry focus is in the areas of mining and resources, building and construction, real estate, manufacturing and high net-worth families with complex structures. Mr De Luca has particular expertise in improving business performance, and protecting family and business assets by careful structuring while considering the tax advantages of such structures.



PETER (WILLIE) ROWE
Screenwest CEO

Willie Rowe has a lifetime's experience providing corporate affairs and government relations advice and support to governments, industry and community sectors. As former premier Colin Barnett's chief of staff (and Richard Court's director of policy), Mr Rowe has operated at the highest levels of government. He has direct knowledge of influencing, developing and analysing policy, as well as an exemplary network across government, industry and community in Western Australia and Australia.



ANDREW STEPHENSON
Bankwest regional manager, commercial banking WA

Andrew Stephenson has 28 years' experience in banking, most of it supporting Australian businesses. Mr Stephenson took up his current position at Bankwest in April 2016, having spent a decade with the Commonwealth Bank in Brisbane. The team of professional banking executives he leads works with clients to help them grow and prosper, and overcome the challenges they face in the current market.



YEHUDA COHEN
Banksia Capital director

Yehuda Cohen is co-founder and executive director of Banksia Capital, a fund manager specialising in making \$3 million to \$15 million equity investments in private Western Australian businesses. Since 2003, Mr Cohen has focused on investing in and growing private WA businesses. Before co-founding Banksia Capital, his career in Australia included advising senior management of top ASX companies on key strategic issues as part of Bain & Company and GEM Consulting.



JEFF ASH
Family Business Australia, WA committee member

Jeff Ash is sales manager of Filter Supplies WA and a member of the FBA WA Committee. Filter Supplies (WA) was founded by his parents, Hugh and Rosemary, in 1967 and has become the largest business of its type in Australia. Working full time in the business since 1993, Mr Ash started as a storeman and has worked in various roles within the company. He now specialises in contract creation, quotation and administration for air, oil, fuel and hydraulic filters into the mining, oil and gas sectors, and associated industries.