

Connecting the powerhouses of the Australian economy

First 5000 is an invitation only business alliance that connects the executives of Australia's leading medium enterprises. Members represent the nation's top 5000 mid-size companies. This influential online community is the place where big business can access an audience of powerful, high-growth medium enterprises.

Despite playing a crucial role in our economy and being the primary drivers of job growth, the Australian medium-sized enterprise community is largely disconnected from their peers, ignored by the media and unrepresented in policy development forums. **First 5000** has been created by public policy network Global Access Partners (GAP) to rectify this.

A Business Network

If you believe who you know is as important as what you know, then you will want to know the **First 5000**.

First 5000 uses web 2.0 tools to provide an exclusive and effective online network to help fast-track new business relationships into commercial realities.

An Online Publication

First 5000 represents a new model in digital publishing. The members benefit from quality articles focused on their particular concerns as growing medium-sized enterprises. The sponsors benefit from exclusive advertising rights to **First 5000**, a highly sought after niche audience.

A Voice

By participating in **First 5000** surveys and polls, members will be able to provide a unique and accurate barometer of medium-enterprise opinion on a range of important policy issues.

Online Member Portal

As a **First 5000** member, you will receive a login to our **interactive website www.first5000.com.au**, bursting with news, articles and blogs for the mid-size market. You can submit your own content and make valuable business connections.

Want to contribute? Simply contact +61 2 8303 2434 or email to editor@first5000.com.au to find out how!

Get involved

To enquire about your eligibility for a free **First 5000** member subscription or partnership opportunities, please contact +61 2 8303 2434, editor@first5000.com.au.

Category Partners

The logo for Deloitte, consisting of the word "Deloitte" in a bold, blue, sans-serif font.The logo for Gap, featuring the word "gap" in a lowercase, black, serif font. To the right is a blue circle with a white letter "J" inside.The logo for IBM, consisting of the letters "IBM" in a bold, black, sans-serif font.The logo for NAB, featuring a red starburst icon to the left of the word "nab" in a bold, black, sans-serif font.The logo for Open Forum, featuring the words "open forum" in a black, sans-serif font, with ".com.au" in a smaller font below it. To the left is a circular graphic with concentric lines.The logo for Qantas, featuring a red kangaroo silhouette to the left of the word "QANTAS" in a bold, black, sans-serif font.

Who are the First 5000?

Companies which employ between 20-199 people and report an annual turnover of \$10 million or more are invited to take up free **First 5000** membership.

First 5000 members make up a small but highly profitable slice of the total SME category. Of the more than 2 million SMEs in Australia, just over 5000 companies fit the profile.

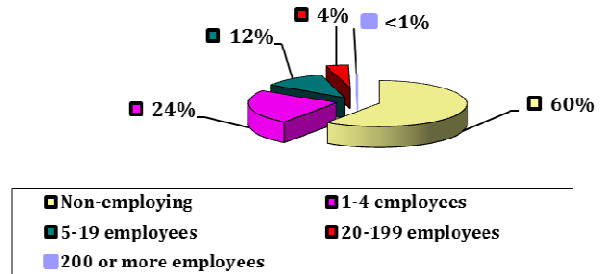
First 5000 members are:

- ▶ *Entrepreneurs*: as a group, these companies boast average annual growth rates of 15% and over
- ▶ *Stable and well-established*: on average, this group has been in operation for 6-10 years or more
- ▶ *Innovators*: they are more likely than average SMEs to invest in research and development
- ▶ *Export leaders*: they are more likely than average SMEs to trade internationally

Every eligible company will be able to extend the free membership to their top 5 executives, meaning that the eligible membership base is in excess of 25,000 individuals.

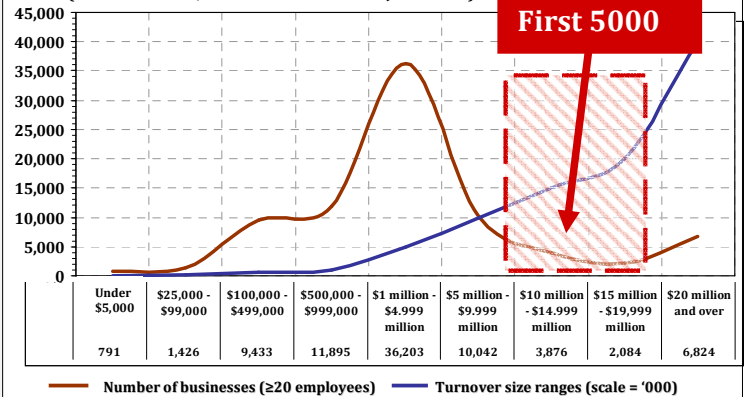
Actively Trading Australian Businesses

(Source: ABS Cat. No. 8165.0, June 2009)

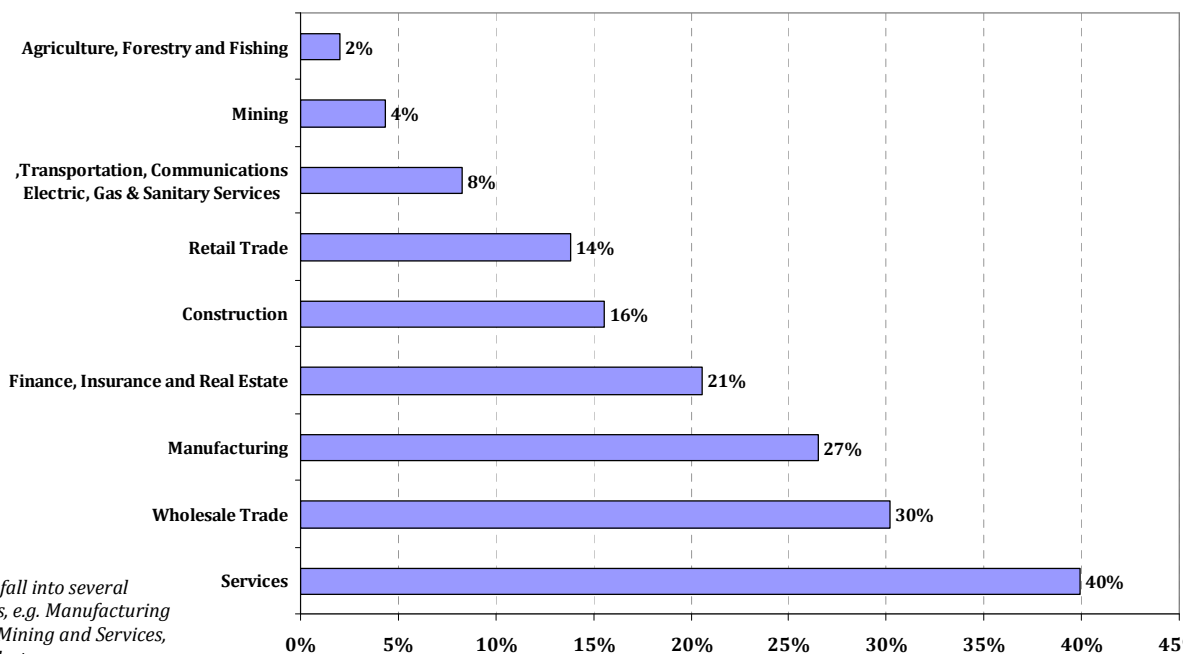


Number of Australian businesses (≥20 employees) & their turnover

(Source: ABSBR, counts of businesses - June 2004)



Major Industry Groups*)



*) Some companies fall into several industry categories, e.g. Manufacturing and Construction, Mining and Services, Wholesale & Retail, etc.