

Digga Australia

Dermot McManus Award for Leadership and Innovation 2013



About

Digga is Australia's leading manufacturer of machinery attachments, planetary drive boring & trenching attachments and a world leader in Auger and Anchor drive technology. Demand for our products grew and word spread far and wide. Before we knew it we built a facility in the UK to better service customers in Europe, and then came the US. Now we export to over 50 countries through a dealer network of over 450.



Digga has used the award to add credibility to our business when negotiating new export dealer or new overseas dealers. It gives potential overseas customers peace of mind that we're professional and a trusted company.

The award celebrates and honours not just Digga but all our staff; it recognises their work and dedication to Australian made products.

Q. What benefits have you gained from being recognised as a top Queensland exporter?

A. Obviously there's the media coverage in the days after the awards, which is great for branding, it takes our story to people who don't have anything to do with our industry and who wouldn't have heard of us.

Entering the awards is a great opportunity to get your business name out to a greater audience while building trust with potential export clients. Who is an overseas customer going to choose - a company that has won an award for their export work or one that hasn't?

"We export to over 50 countries and have set up distribution centres in the United Kingdom to service Europe and the United States to service North America Canada."

Lionel Smitka
Marketing

