

RØDE Microphones

Export Award Winner 2013

Manufacturing



About

RØDE Microphones, headquartered in Sydney, designs and manufactures high-quality microphones and related accessories for studio, live and location use. From 1992, RØDE started widening its distribution to the US, European and Japanese markets. The company quickly grew in the years thereafter and is now distributing 120 different products to 108 territories worldwide, via 76 distribution partners.



What does it take to stand as an internationally respected Australian manufacturing company?

Taking a niche industry to the global level, RØDE Microphones has evolved into one of the world's premier audio companies. RØDE believes that their commitment to the fulfilling consumer needs, their technically innovative approach in designing products, and their focus on building their export operations have been the key factors contributing to their international success. RØDE's impressive effort in exporting their locally manufactured equipment led to their win at both the NSW Export Awards and the Australian Export Awards in 2013.

RØDE's top 3 application tips:

1. Compare your company offering, structure and marketing with the best in the world and then tell that story.
2. Conclusively show what strategies and tactics you are implementing to achieve your aims of being a successful exporter.
3. Write your entry as if you were pitching your product or service to a potential international customer within the constraints of the application.

Q. What has your company and staff gained from being recognised as a top exporter?

A. As an Australian born and bred company, winning the nation's highest manufacturing export accolade creates incredible local pride. It also, creates visibility of RØDE as an Australian superbusiness.

Receiving the NSW and Australian Export Awards has increased staff esteem through acknowledgement of their contribution and increased RØDE's visibility and attractiveness to potential new employees in search of opportunities to join a winning team.

The Awards also give greater credibility to RØDE on an international business front and acknowledge the tactics and strategy that the company has implemented year-on-year to achieve business success.



