

Business Case Studies

Case Study 5: Centre for Customs and Excise Education Services

November 2009



Export Awards Further Growth in Customs and Excise Education Services

Winning an export award is well earned recognition for hard work in expanding a business to overseas markets. It also provides further opportunities for growth via the promotional aspects of the awards and opens new doors through greater awareness of the business.

During the past few years, the Centre for Customs and Excise Studies (CCES) in Canberra, has won a number of business awards, including category winners in the ACT Chief Minister's Export Awards and Austrade's Australian Export Awards. These have helped the Centre (a part of the University of Canberra), to establish a global reputation as a niche provider of educational services in the Customs and Excise fields. For further information please click: [CCES](#)

Export Awards

In 2004, the Centre received its first ACT Chief Minister's Export Award in the Services category and was the 2005, 2006 and 2008 Export Awards category winner for Education and Training. The ACT Export Awards are the Territory's most prestigious business awards. They acknowledge the innovation, hard work and success of businesses, large and small, in entering new markets. The Awards recognise the important contribution that ACT businesses make to the local economy through job creation and increased prosperity in the community.

Managed by the ACT Government, there are several award categories which companies can participate under: agribusiness; arts and entertainment; education and training; emerging exporter; information and communication technology; large services; manufacturer; small business; and small to medium services. Winners automatically progress as national finalists to the Australian Export Awards. So, having won the 2008 awards for Education and Training as well as ACT Exporter of the Year, the CCES went on to win the national Education and Training Export Award.



ACT Chief Minister's
EXPORT AWARDS

1



Brian Hurrell,
Chief Operating
Officer



Centre for Customs and Excise Studies
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About CCES

The CCES in Canberra is the first of its kind in the world. It is publicly recognised by the World Customs Organisation as the leading centre of excellence in its area of expertise. It provides a range of programs and services accredited by the World Customs Organisation that reflect the latest developments in customs and border management.

As an integral part of the University's School of Law, the Centre offers a range of postgraduate study opportunities. These programs use a range of flexible learning methods and are capable of being delivered on-line as well as traditional face-to-face, either on campus in Canberra or overseas. Through its academic and applied research activities, the Centre is able to ensure that these programs reflect the latest developments in international theory and practice, such as contemporary and emerging regulatory issues that impact on the international trading environment.

Extensive consultancy services provided by the Centre include strategic customs modernisation and reform studies and capacity building programs, as well as policy and trade facilitation reviews. All of the Centre's training programs reflect world best practice in border management and operational techniques, including leadership and management, legal aspects of international trade, supply-chain security, and new and emerging technologies.

Established in 2001 as an area of academic interest, the Centre now has a global network of over 150 experts. It has offices in Australia, Thailand, Kuwait (from where the Centre's programs are delivered in Arabic throughout the Middle East), India, Kenya and the Maldives, as well as official representation in South Africa, Sri Lanka, Cambodia, the UK and the USA, and franchising agreements in over 20 countries.

The Centre works closely with a number of international organisations including the World Customs Organisation, World Bank, WTO, ADB, ASEAN and APEC. Chief Operating Officer Brian Hurrell said there was certainly evidence that the ACT Export Awards raised the profile of the Centre. 'The information from the Awards about the Centre is picked up by the media, who otherwise would not be aware of our activities. The Awards also draw people to our website, leading to calls, which can lead to more activities. We therefore have found them to be a powerful promotion and marketing tool and are grateful for the ACT government's backing,' he said.

The Centre also recently won acknowledgment as an international Centre of Excellence, with the signing of a Memorandum of Understanding with the World Customs Organisation. The Centre has established a global reputation for strengthening the organisational capability of customs and excise administrations in many parts of the world, and this expertise has now been formally recognised by the World Customs Organisation, which wants a long-term strategic alliance with the Centre.