



MEDIA RELEASE

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Hume City Council Award recognises Directed: Going Global But Hume Through and Through

Directed was thrilled to be awarded the **Hume Business - Innovation and Continuous Improvement Award** for 2022, as sponsored by the Hume City Council.

The awards evening, made even more poignant after two years navigating the magnitude of COVID, saw more than 300 people pack the Broadmeadows Town Hall to celebrate the achievements of Hume businesses and their contributions to the local economy and community.

Executive Director of Directed, Brent Stafford said the award was a signifier of the businesses' commitment to innovation and refinement, but was also a nod to Directed's future in Hume.

As one of the few remaining full-stack hardware, firmware and software developers in the country, he said Directed was proudly Hume 'through and through.'

"Hume is not only where many of our employees live, and where our office is located, it is a heartland for engaging in sophisticated business dialogue in collaboration with Hume on skills, jobs, resources and universities," said Brent.

"We have evolved our capability into a new generation of connected digital skills working with Hume, the Victorian Government and the Federal Government, and look forward to a bright future based in Hume, but going global."

It's hoped that Directed's success will showcase what can be achieved through mobility data analytics and reinvigorate the local automotive industry.

"There wouldn't be too many trucks on the road today, all over the world, that do not have our Hume built technology in them, which is saving lives and reducing the environmental impact of vehicle use."

Steve Siolis, CEO of Directed, thanked Sheena Frost (CEO) of the Hume City Council and Carly Moore, Mayor of Hume.

"We're very appreciative of the hard work of the judging panel and also applaud our fellow award finalists for their equally worthy nominations, which all contribute to the strength of industry in Hume."

With the support of local, state and federal governments, Directed will continue to collaborate with Hume, who are currently aligned with the Hume Local Jobs network, and the North West Metro Data Analytics Hub.

Hume At A Glance:

- There is an estimated 29029 registered business in Hume City with 932 new businesses.

The Award recognises significant innovation initiatives which have been implemented, with eligibility criteria, including:

- Excelled in implementing new processes
- Creating a new market or new products or demonstrating an innovative approach to developing or marketing their business
- Commitment to investment in research and development
- Business leadership in its field
- Uses technology to their advantage in achieving success or has adopted innovative methods or systems in their business.

ENDS



Directed's Damon Paull accepted the award on behalf of Directed Technologies' Brent Stafford and Mark Whitmore.