

MEDIA RELEASE

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Atlassian: from a team of two to the global IT market



Global software giant Atlassian is a true Sydney small business success story that started with two graduates and a big idea, and now employs 350 staff in Australia, the United States and the Netherlands.

The two-time Sydney Business Award winning company was founded in 2002 by Scott Farquar and Mike Cannon-Brookes, both fresh out of university and interested in starting their own business rather than working for an established company.

Since being crowned in the City's prestigious awards, Atlassian has gone global on the IT market, with over 25,000 organisations in more than 138 companies signed up as customers, including major brands like IKEA, Nokia and Nike.

In the highly competitive computer software market, Scott and Mike found their niche by developing programs that are inexpensive, enjoyable to use, easy to buy and take only minutes to install.

"The City of Sydney's support for Atlassian through the Business Awards couldn't have come at a better time – the Awards really recognised Atlassian's commitment to supporting the local IT community and have helped us build a reputation as a true Australian success story," said co-founder, Mike Cannon-Brookes.

"Last year, Atlassian invested \$5 million in new IT jobs in Sydney, and we've also committed \$750,000 to local IT scholarships. Over the next few years, we will maintain our focus on investing in new Sydney IT jobs – we're here to stay, and we couldn't have done it without the City's help."

As well as being crowned Business of the Year and Best Information and Communication Business in the 2008 City of Sydney Business Awards, Atlassian has been recognised by a host of other awards, including a listing in BRW Magazine three years in a row as one of Australia's fastest growing businesses.

In 2010, eight years after opening its doors, Atlassian received a \$60 million investment from top-tier venture firm Accel Partners – its largest ever investment in a software company.

"It's fantastic to see a global business that was created in Sydney and still has its headquarters here, creating jobs and opportunities for Sydneysiders," said Lord Mayor Clover Moore MP.

"Atlassian encourages employees to ride to work, donates software licenses to charities and has allocated one per cent of all staff working hours, revenue and equity to charitable causes.



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“Sydney is already widely acknowledged as a global city and Atlassian’s success is proof that our City fosters entrepreneurs who go on to conquer the global market.

“I encourage other emerging Sydney businesses to follow Atlassian’s lead and take part in this year’s Sydney Business Awards – who knows where the competition might take you?”

Nominations and voting in the 2011 Sydney Business Awards opens on 14 June and closes on 22 July 2011.

People can vote for nominated businesses at www.sydneybusinessawards.com.au or via SMS – all votes go into the draw to win a \$1500 cash prize!

The Business Award winners will be announced at the City of Sydney Business Awards Gala Dinner on 13 September 2011.

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