

Media Release

Kerikeri, Wednesday 29 June 2011



Tall Poppy entries open for 2011

The ninth annual Top Energy Tall Poppy Business Awards are now open for businesses located within Top Energy's electricity network, in mid and far north communities.

Last year Kamakura Restaurant in Russell took home the Tall Poppy Supreme Award.

Businesses gain a lot from simply entering the awards, as it gives them a roadmap for analysing their business, says Top Energy Chief Executive Russell Shaw.

"Entering the Tall Poppy Business Awards takes entrants through a critical thinking process that's focused solely on their business," says Shaw. "They will identify their strengths and weaknesses, potentially identify new opportunities and have access to our expert judges who have years of business experience."

Entries are open for tourism and hospitality, service, retail, manufacturing, building/construction, trust/charity or not-for-profit and emerging business categories. The Judges' Special Award will be awarded to an entrant who has demonstrated an outstanding feature of business excellence.

Tall Poppy Awards Judge Gary Gabbitas says that each year the Tall Poppy entrants say the time they've spent on their application is well worth the effort and that they come away with renewed pride, enthusiasm and ideas for taking their business forward.

"The awards are a great way to celebrate your achievements with employees and get you thinking about the future," says Gary Gabbitas. "Achieving a Tall Poppy Award boosts the promotion of your business and tells people that you have what it takes to deliver excellent products and services."

Entries close at 5pm on Friday 29th July and judging takes place during August and September. This year's awards judges include business consultants Jacky Stevens, John Halse and Far North District Council Economic Development Officer Gary Gabbitas.

Award winners will be announced at the Top Energy Tall Poppy Business Awards 2011 dinner at the Copthorne, Waitangi on Saturday 1st October. Award entries can be obtained from www.topenergy.co.nz under the sponsorship section, from any Top Energy Depot or by contacting Belinda Peddie on 09 407 0603.

Contact: Russell Shaw, Top Energy CEO. Ph: 09 407 0622. www.topenergy.co.nz