

Media Release
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Tall Poppy Business Awards



Supreme Tall Poppy goes to Mangonui

The team from Doubtless Beauty in Mangonui won the Top Energy 2011 Tall Poppy Supreme Award for overall top performing business in the Far North on Wednesday night, at the awards dinner held at Wharepuke in Kerikeri.

This is the second time the husband and wife team, Mark and Jodi Osborne have won the award, taking out the prestigious Tall Poppy Supreme Award in 2009, jointly with Northpoint Trust.

Although the Tall Poppy entry numbers were down this year, the event still attracted entries from businesses across the district.

“We expect that local businesses were hesitant to enter during a tough economic year,” said Top Energy Director and Deputy Chair, Mike Simm. “Benchmarking their businesses and improving their processes place them in an excellent position as the market improves.”

Entries to the Top Energy Tall Poppy Awards are assessed using a points scoring system, where scores are awarded against a range of business criteria that include: marketing, controls, systems and processes, leadership and results.

The judges aggregate the scores to identify provisional finalists in each awards category and finalist entries receive a mandatory site visit from an awards judge.

“The Tall Poppy Awards are designed so that businesses can benchmark themselves each year against the progress that they have made,” says Top Energy Chief Executive, Russell Shaw. “This means the Tall Poppy Awards processes is a valuable annual tool for business review and planning.”

The Tall Poppy Awards process and judging system means that multiple awards can be conferred in each or any category at three competency levels: gold, silver or merit.

The other winners on the night included:

Trusts/Charities and not-for-profit organisations

Kaikohe Agricultural, Pastoral & Horticultural Society – Silver

Midway in Northland Day Services Trust (MINDS) – Silver

Kaikohe Car Club Incorporated – Silver

Service Industry

Margaretanne Roger Clinical Psychologist – Merit

Keri Party Hire – Gold

REAL Property Kerikeri Limited – Gold

Retail

Doubtless Beauty – Gold

Tourism & Hospitality

Explore NZ – Gold

Morepork Riverside Lodge – Gold

Judges Special Award

Morepork Riverside Lodge

Tall Poppy Supreme Award

Doubtless Beauty

End.

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