

Media Release

Kaikohe, Wednesday 10 June 2009



Calling all Tall Poppies...

Entry into the Top Energy 2009 Tall Poppy Business Awards is now open.

Set up to recognise and celebrate excellent business practice in the Far North region, the annual Tall Poppy Business Awards have been sponsored by local electricity generation and lines distribution company, Top Energy since 2003.

Entry categories for this year's Awards include: Tourism & Hospitality; Service Industry; Retail; Manufacturing & Primary; Building, Construction & Development; Trusts / Charities & Not-for-profit Organisations and Emerging Business.

"I encourage all resilient Far North businesses to enter the Tall Poppy Business Awards this year," says Top Energy's CEO, Russell Shaw.

"It's my understanding that business excellence awards in other regions around New Zealand are experiencing high levels of interest and participation this year. That may sound surprising, given we're working in some of the most difficult economic times for decades. But like our own Tall Poppy Business Awards, those awards programmes offer an excellent framework for entrants to take a disciplined look at their business and then perhaps re-focus their core strengths and competitive advantage. In other words, the critical analysis which is central to our Awards entry process might just be the catalyst Far North businesses need to set their business up to take advantage of better economic times to come", Shaw added.

Entries will again be independently judged, using an objective and robust assessment system, where scores are awarded against a range of business criteria, including Business Development, Marketing, Controls, Systems & Processes and Leadership. Entries in the Trusts / Charities & Not-for-profit Organisations category are judged under more pertinent criteria. Aggregated scores are used to identify provisional finalists in each Awards category. Finalist entries are subject to a mandatory site visit by an Awards Judge. Additional points can be allocated following site visits.

Individual entries are judged on their own merit and not in comparison with each other. This means multiple Awards can be conferred in each or any category, at different competency level. Tall Poppy Business Awards are made at three levels of competency; Gold, Silver and Merit.

Any Judges' Special Award and the Supreme Award winners are chosen from all confirmed GOLD Award winners and are announced at the Awards Dinner & Presentation on 26 September 2009.

To enter the Top Energy 2009 Tall Poppy Business Awards, visit www.topenergy.co.nz and download and Official Entry Form, or call Belinda Peddie at Top Energy, on 0-9 401 5603 for more information. Entries close 5:00pm Friday, 17 July 2009. END.

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