

Media Release
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Top Energy looks for Tall Poppies in broader fields

Top Energy's commitment to fostering business excellence in the Far North region has led to the expansion of its Tall Poppy Business Awards this year.

Set up to recognise and celebrate excellence in business practice, the inaugural Tall Poppy Business Awards were centred on the Kerikeri District and were run in conjunction with the Kerikeri District Business Association.

This year, Top Energy will sponsor the Tall Poppy Business Awards on a region-wide basis, involving Business Associations from 5 districts; Kaitaia, Kaikohe, Kerikeri, Paihia and Kawakawa.

According to Top Energy Chairman, Jack Poutsma, "As a large and strategically important business with interests in electricity generation, distribution and contracting as well as call centre services, Top Energy is keen to support economic activity that helps our community grow.

Over the last two years, the Tall Poppy Business Awards have proved successful in identifying businesses in Kerikeri whose excellent business practice has contributed directly to growth and prosperity in the district. We believe it's now time to expand these Awards to include businesses in other Mid and Far North towns".

In this year's Tall Poppy Business Awards, there are 6 Awards Categories; Retail, Manufacturing & Primary, Tourism & Hospitality, Export, Technology/Innovation and Customer Service.

A 4-person judging panel will judge Awards entries from each district and category winners will go through to a Regional Tall Poppy Business Awards competition, where the most deserving category and Supreme Award winners will be chosen from across the region.

Businesses wanting to enter the 2004 Top Energy Tall Poppy Business Awards should contact their district Business Association for an Official Entry Form. Entries close on June 10, 2004.

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Contact: Roger de Bray, Top Energy Chief executive. Ph: 0-9 401 5440.