

MEDIA RELEASE

Kaikohe, Thursday 7 April 2005



Tall Poppies again to have their day in the sun

Top Energy is continuing its commitment to fostering business excellence throughout the region through this year's Top Energy Tall Poppy Business Awards.

This year the competition will again be contested on a region-wide basis following the success of last year's Awards, run for the first time in association with local Business Associations throughout the region. With Top Energy as Sponsor, the Tall Poppy Business Awards originated in the Kerikeri District and were run in conjunction with the Kerikeri & Districts Business Association.

The Awards are designed to recognise and celebrate excellence in business practice.

Entries for the 2005 Tall Poppy Business Awards are now invited.

Says Roger de Bray, Top Energy Chief Executive, "As New Zealanders we're keen to celebrate success in sporting endeavours. Most of us realise successful sportspeople have a tireless dedication to reaching the top of their game. That same commitment to success drives business people too, but we don't seem to recognise business talent or even value it, in quite the same way. The Tall Poppy Business Awards give us a way to recognise and celebrate business excellence in our region - to recognise outstanding business achievement, which creates wealth, job opportunities and growth."

According to Mr de Bray, Winners of this year's Tall Poppy Business Awards will enjoy significant benefits, such as public recognition for their achievements, the chance to celebrate with their staff, friends, business leaders and peers, free publicity and award certificates and trophies. In addition, \$1,000 in sponsorship will be awarded to all regional category winners for assistance with the marketing or promotion of their business.

In this year's Tall Poppy Business Awards, there are 6 Awards Categories; Retail, Manufacturing & Primary, Tourism & Hospitality, Export, Technology/Innovation and Customer Service. As was the case last year, a 4-person judging panel will judge the entries from each district and category winners will go through to a regional Awards competition, where the most deserving in each category and the Supreme Award winners will be chosen from across the region.

If you have or know of a local business enterprise which you think is head and shoulders above the rest and deserves its day in the sun, get in touch with your Business Association contact, as follows: Kaitaia: Eric Shackleton Ph: 0-9 408 0404; Kaikohe: Vicki Bartle Ph: 0-9 405 2040; Kawakawa: Dr Ian Hoffer. Ph: 0-9 404 0885; Kerikeri: Carlyne Brooks-Quan Ph: 0-9 407 6484; Paihia: Margaret Rassmussen Ph: 0-9 402 7411; Russell: Jane Hindle e-mail: jane@graphite.net.nz.

Or, you can visit www.topenergy.co.nz for more information. Award entries close Monday 16 May 2005. END.

Contact: Prashant Belwalkar, Top Energy Business Development Manager. Ph: 0-9 401 5623.