

Media Release
Kaikohe, Thursday 18 May 2006



Where are our Tall Poppies?

The hunt is now on for this year's crop of tall poppies, in the Top Energy 2006 Tall Poppy Business Awards.

Set up to recognise and celebrate excellence in business practice, the annual Tall Poppy Business Awards competition is contested on a region-wide basis, in association with Kaitaia, Kaikohe, Paihia, Russell, Kawakawa and Kerikeri Business Associations.

Entry categories for this year's Awards include Retail, Service Industry, Tourism & Hospitality, Manufacturing & Primary, Technology / Innovation and Trusts / Charities & Not-for-profit Organisations.

Winning a regional Tall Poppy Business Award offers tangible rewards to recipients. These are:

- Award Certificates and Trophies, along with a \$1,000 cash award, to be used for assistance in marketing, or promotion of their business
- market exposure and public recognition as Sponsor, Top Energy promotes the Awards in local media
- the right to use an 'Award Mark' in their advertising - to promote their status as a Tall Poppy Business Award winner and
- the chance to gather at an Award Ceremony in the presence of other business leaders and peers to celebrate their success (often an opportunity to publicly thank and reward their staff for contributing to their organisation's success)

Entries will again be judged, under strict criteria including business development, marketing, service levels, business growth and environmental, cultural & community sensitivities, by a panel of independent judges; [Chair] Heather Ayrton, (Coroner, JP and resident of Kaikohe); Robin Shepherd (Top Energy Consumer Trust Deputy Chairman and Kaitaia resident); John Halse (Enterprise Northland, Business & Industry Development and Russell resident) and a 'District Judge', nominated by their respective Business Association, who will visit each Entrant and provide the judging panel with a local perspective.

Says Roger de Bray, Top Energy Chief Executive, "As Kiwis we're quick to celebrate success in sporting endeavours, but we don't recognise business talent in quite the same way. The

Tall Poppy Business Awards are an excellent way for our community to recognise outstanding business achievement and celebrate this talent.”

Entries for this year's Awards close on Wednesday 31 May 2006. Category winners from each district will be announced towards the end of July. They will then go through to a regional Awards competition, where the most deserving Category and Supreme Award winners will be chosen.

To enter the Awards, an organisation can be nominated by any member of the public, or enter directly by completing an official entry form. To obtain a Nomination or Official Entry Form, please visit www.topenergy.co.nz or telephone Michele on (09) 401 5603. END.