

Media Release

Kaikohe, Monday 16 October 2006



Another bunch of Tall Poppies reach for the sky

More district winners in the Top Energy 2006 Tall Poppy Business Awards were announced at separate functions held in Paihia, Kerikeri and Russell recently.

The 2006 Tall Poppy Business Awards have again been sponsored by Top Energy on a district-by-district basis, in conjunction with 6 Business Associations; Kaitaia, Kaikohe, Kerikeri, Kawakawa, Paihia and Russell.

At a presentation held in conjunction with Business Paihia Inc. last Thursday evening, three Paihia-based companies were recognised as district winners. They were; La Spa Naturale and Pure Tastes Ltd, winning GOLD and SILVER Awards respectively in the Tourism & Hospitality category and Romeyn Woodcrafts Ltd winning a GOLD Award in the Manufacturing & Primary category.

And at a lavish Black & White themed Gala Dinner, organized by the Kerikeri & Districts Business Association held at The Centre on Saturday evening, around 200 guests gathered to celebrate Kerikeri's Tall Poppy winners. Major Awards winners were; Trixie Newton's World of Travel, Kerikeri Construction 2003 Ltd and Curves, all taking out SILVER Awards in the Service Industry category. The Awards judges also voted MERIT Awards to; Café Zest, Computer Bloke Ltd, Covet Design Store & Gallery, Eureka Hospice Shop, Kerikeri Bakehouse Ltd, Little Dippers Swim School and The Outdoor Shop.

Presenting the Kerikeri district Awards, Top Energy Deputy Chairman, Mike Simm offered his congratulations to all winners, saying, "Top Energy is committed to fostering business excellence and the raising of business capability by providing a competitive benchmarking process through these awards. The process of preparing a Tall Poppy Business Awards entry is a valuable exercise in self appraisal that most small businesses would otherwise not undertake. We are delighted at the quality of many of this year's entries".

Then on Sunday evening, at a Russell Business Association gathering, two more district Awards were presented. These were; Eagles Nest Luxury Resort - a GOLD Award in the Tourism & Hospitality category and Just Imagine - a GOLD Award in the Retail Category.

According to this year's Awards judges, some of the entries from around the region this year were outstanding. Said regional judge, Robin Shepherd, "There were some extremely good entries which indicate the depth and strength of business in the region. I enjoyed judging them and marvelled at the enthusiasm and commitment of many people who are pursuing their dreams." According to regional judge, John Halse, he was thrilled to see the variety of

businesses that drive the Far North economy and he had particular praise for repeat entrants. “This year I want to especially acknowledge those business owners who are entering the Awards for a second time – for the most part, I have noticed a significant increase in the calibre of entry, reflecting not only their desire to be recognised by their peers but also, I believe, showing better knowledge of their respective businesses.”

Winners from the Kaitia district are to be announced at a Kaitia Business Association hosted Wine & Cheese Evening on Thursday, 26 October.

Major Award winners from each of the districts automatically advance to the regional competition as finalists, where ‘Best in Category’ and a ‘Supreme Award’ winner (recognising the best overall business in the Far North region) are chosen. A regional Awards Dinner & Presentation will be held at the Copthorne Hotel & Resort, Hokianga on the evening of Friday, 3 November. Tickets may be reserved by phoning Belinda Peddie at Top Energy on 09 401 5603. END.

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