

Media Release

Kaikohe, Tuesday 7 November 2006



Top Tall Poppy honours for Russell businesses

At an Awards Dinner & Presentation held at the Copthorne Hotel & Resort, Hokianga last Friday evening, two Russell businesses, Eagles Nest luxury Resort and Just Imagine, jointly won the coveted Supreme Award in the 2006 Tall Poppy Business Awards.

Set up to recognise and celebrate excellence in business practice, the Tall Poppy Business Awards were again sponsored by Top Energy on a district-by-district basis, in conjunction with 6 local Business Associations; Kaitaia, Kaikohe, Kawakawa, Kerikeri, Paihia and Russell. During the last few months, category and merit Award winners from each district have been announced. Then as finalists, all major district winners advanced to the regional competition where the best from each category and the Supreme Award winners were chosen.

Entries were judged by a panel of three regional judges: [Chair] Heather Ayrton, (Coroner, JP and resident of Kaikohe); Robin Shepherd (Top Energy Consumer Trust Deputy Chairman and Kaitaia resident); and John Halse (Enterprise Northland, Business & Industry Development and Russell resident) assisted by district judges, nominated by each of the Business Associations, who conducted the mandatory site visits and provided the panel with a 'local' perspective.

The category winners were:

TRUSTS / CHARITIES AND NOT-FOR-PROFIT ORGANISATIONS:

GOLD Award - He Korowai Trust, Kaitaia

TOURISM & HOSPITALITY:

GOLD Award - Eagles Nest Luxury Resort, Russell

SILVER Award – La Spa Naturale, Paihia.

SERVICES INDUSTRY:

Gold Award - The Northland Age - Kaitaia

RETAIL:

GOLD Award - Just Imagine, Russell.

SILVER Award – Beadle Taylor Limited, Kaikohe

MANUFACTURING & PRIMARY:

GOLD Award - Romeyn Woodcrafts Ltd, Paihia

TECHNOLOGY / INNOVATION:

GOLD Award - Waste Works Ltd, Kaikohe

Entries were judged under strict criteria, including business development, economic impact, marketing, business growth service levels and environmental & cultural impacts.

According to regional Awards judge, John Halse the Far North has embraced the Tall Poppy Business Awards and they have now become part of the business landscape in the region. "Not only have we seen a year-on-year increase in the number of entrants, I'm sure my fellow judges would agree that the calibre of entrant and the quality of applications have continued to improve over this period", he said.

Category winners were presented with Certificates and, to help them further develop their business, consulting or professional services to the value of \$1,000. The joint Supreme Award winners, Just Imagine and Eagles Nest luxury Resort were also presented with the 2006 Tall Poppy Supreme Award Trophy.

Sponsor, Top Energy believes the Tall Poppy Business Awards offer the community an opportunity to recognise and celebrate business excellence in the region. In making the presentations Top Energy Chairman, Paul Byrnes noted key phrases from the judges' comments; "passion for business", "clear focus on exceeding customer needs", "overcoming competitive challenges", "outstanding staff" and "absolute attention to detail". He suggested these attributes went to the essence of characteristics of excellent and successful companies such as those being celebrated at the Awards function. END.

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