

MEDIA RELEASE

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City awards showcase the strength of small businesses



Up and coming small businesses should look no further than the City of Sydney Business Awards, which have provided a springboard for many national and global success stories.

The search is on to raise the profile of businesses wanting to make it big after the City today launched its prestigious awards competition for 2011.

The awards celebrate excellence, innovation and leadership across 22 small business categories, including small bars, retail fashion, restaurants and cafes, cultural and creative services, tourism, bicycle businesses, health and fitness, and IT.

The winners will not only share in \$60,000 worth of prizes, but have the opportunity to add their name to the growing list of Sydney Business Awards success stories.

These range from 2009 Best Fair Trade Business, Republica Coffee, which is now providing fair trade products for Jetstar's domestic and international flights; and 2008 Business of the Year, global IT giant Atlassian, which has more than 25,000 clients across the globe including IKEA, Nokia and Nike.

Lord Mayor Clover Moore MP said the City's Business Awards support a vital sector of the community – 18,000 small to medium businesses that contribute more than \$40 million to the economy every year.

"Small businesses are the lifeblood of our economy, playing a crucial role in enlivening communities, driving growth and providing jobs for hundreds of thousands of people," the Lord Mayor said.

"With more than 600 nominations and 41,000 votes from the public in last year's competition, the Awards are a fantastic opportunity for Sydney's small businesses to increase their brand exposure, expand their customer network and take their business ideas to the next level.

"I encourage emerging businesses to follow the lead of past award winners and get involved in this year's Sydney Business Awards – who knows where the competition might take you?"

This year marks the introduction of two new award categories: Online Business, which celebrates organisations where all marketing and sales is done via the Internet, including blogs, email and social networking; and the ANZ Fast Starter Award, which recognises fast-growing businesses with an annual turnover of more than \$5 million.



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To be eligible in the Awards, businesses must be located within the City of Sydney LGA, employ fewer than 200 full-time employees, be independently owned and have been in operation for at least six months.

Martin O'Sullivan, winner of last year's Small Business of the Year and Best Small Bar awards, and co-founder of Grasshopper, said: "Winning the City of Sydney awards last year was a huge boost to Grasshopper – I can't believe how much exposure it brought us."

Nominations and voting in the 2011 Sydney Business Awards is now open, closing on 22 July 2011.

People can vote for nominated businesses at www.sydneybusinessawards.com.au or via SMS – all votes go into the draw to win a \$1500 cash prize!

The Business Award winners will be announced at the City of Sydney Business Awards Gala Dinner on 13 September 2011.

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2011 City of Sydney Business Awards categories

Retail Fashion
Retail Beauty
Household and General Retail Furniture
Food and Beverage Retail
Specialty Retail and Wholesale
Restaurants
Small Bars
Cafes (casual dining)
Takeaway Food and Catering Services
Pubs, Hotels, Nightclubs and Venues
Accommodation
Tourism
Professional, Business and Financial Services
Marketing and Communications
Information and Communication Technology
Online Business
Education and Training
Cultural and Creative Services
Community and Social Services
Bicycle Business
Healthcare and Fitness
Environmental Business

ANZ Fast Starter Award

Finalists of all categories are also eligible to win the Lord Mayor's Sustainability Award presented by EnergyAustralia, Small Business of the Year and Business of the Year.

