

# MEDIA RELEASE

Tuesday, 12<sup>th</sup> July 2011

## Social media leads the way in Sydney's business awards



Sydneysiders have just one week left to nominate or vote for their favourite small business in this year's City of Sydney Business Awards.

In the first four weeks of the 2011 competition, more than 550 businesses have been nominated across 22 categories, and more than 43,600 votes have been cast – a Business Awards record.

This year, many nominated businesses are running innovative social media campaigns to let their customers know they're in the running and pick up votes:

- **Strand Hatters** – this CBD favourite has produced a classy video asking people to vote for their stylish creations: [www.youtube.com/watch?v=J183h0iNvDA](http://www.youtube.com/watch?v=J183h0iNvDA)
- **Universal Favourite** – a creative solutions agency that's winning support as voters download an app, snap and send to vote: <http://universalfavourite.com.au>
- **Show Pony Fashion** – a fun boutique on Broadway in Ultimo that's running a great viral campaign with this video: [www.youtube.com/watch?v=g8\\_sekaK8MU](http://www.youtube.com/watch?v=g8_sekaK8MU)
- **4Promote** – a specialty advertising agency holding a photo competition alongside their play in the Awards: <http://4promote.com.au/photo-contest>

The voting public has also been getting into the social media swing of the 2011 Awards. For the first time, voters are able to 'share' their vote with friends and networks on Twitter and Facebook – more than 1000 people have shared their voting links so far.

In addition, the Business Awards Facebook page has had more than 32,000 views since the competition launched in June. The Award's Facebook page friends are also up more than 200 per cent on last year, while Twitter followers are up 100 per cent.

The City's Business Awards celebrate excellence, innovation and leadership in Sydney's small to medium business sector. Winning businesses will share in \$60,000 worth of prizes and have the opportunity to add their name to the growing list of Sydney Business Awards success stories.

This year marks the introduction of three exciting new award categories:

- Online Business, which celebrates organisations where all marketing and sales is done via the Internet, including blogs, email and social networking;
- ANZ Fast Starter Award, which recognises fast-growing businesses with an annual turnover of more than \$5 million; and
- Microsoft IT Innovation Award, which recognises innovative use of Microsoft technology in a small to medium business.



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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.

Nominations and voting close on 22 July. Vote at [www.sydneybusinessawards.com.au](http://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  
Microsoft IT Innovation 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.

