

MEDIA RELEASE

Tuesday, 26th July 2011

The rise and rise of Sydney's small business sector



Sydneysiders have given their favourite businesses a resounding thumbs up, casting a record number of votes in the 2011 City of Sydney Business Awards.

This year's awards are the biggest on record with 640 businesses nominated and almost 67,000 votes.

This represents a 23 per cent increase in the number of nominated businesses from 2010, and a 62 per cent increase in the number of votes.

Lord Mayor Clover Moore MP said that close to half the businesses nominated this time around are first-time nominees – suggesting that despite the gloomy global financial outlook, Sydney's small business sector is thriving.

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

"I'm delighted that Sydneysiders have shown such incredible support for their favourite small businesses this year, giving entrepreneurs all over our City a fantastic opportunity to increase their profile, expand their customer network and take their business ideas to the next level."

The most popular category in the 2011 competition was Professional and Business Services, with 61 nominations and more than 31,000 votes.

This was closely followed by Specialty Wholesale and Retail with 58 nominations and 3600 votes, and Marketing and Communications with 44 nominations and 4800 votes.

A new Online Business category was announced this year, recognising organisations where all marketing and sales are done via the Internet, including blogs, email and social networking. An impressive 21 nominations were received, plus more than 1900 public votes.

And more than 10 per cent of nominated businesses qualified for ANZ's Fast Starter Award, which celebrates fast-growing businesses with an annual turnover of more than \$5 million.

The strength of Sydney's small bar scene was recognised for the second year in a row, with exciting new venues including Grandma's, Stitch, 13B and The Passage nominated in this year's Small Bar category.

This year's Awards also reflect Sydney's unprecedented bike boom, with 13 Bicycle Businesses nominated and more than 500 votes received in this category.



MEDIA RELEASE

“The judges will have their work cut out for them, with so many finalists across 22 categories. I look forward to celebrating the achievements of each and every one of Sydney’s best small businesses at the awards night in September,” the Lord Mayor said.

The eight businesses with the most votes in each category (full list below) will be recognised at a finalist reception at Customs House on Wednesday, 3 August.

Over the coming weeks, each finalist will be asked to complete a questionnaire to give the judges more information about their long-term business strategy, financial results, strategic planning, track record on innovation, community involvement and commitment to environmental sustainability. Some will also be visited by a mystery shopper.

This year’s high-profile judging panel includes: Greg Hayes and Garth McNally from Hayes Knight, Christopher Witt from Kalori Investment Group, Rob Anderson and Stephanie Gray from ANZ, Kate Groom from Starfish Consulting, Iain Smale from Pangolin Associates, Helen Giannakis from Cumberland Courier Newspapers, Paul Wallbank from Netsmarts, and Camden Jobbins, Esther Aarons and Gayle Sullivan from TAFE NSW.

The winners will be announced at the 2011 City of Sydney Business Awards Gala Dinner hosted by Lisa Wilkinson on Tuesday, 13 September.

Tickets are available for purchase now: www.sydneybusinessawards.com.au

Media Contacts:

City of Sydney: Keeley Irvin (02) 9265 9106 or kirvin@cityofsydney.nsw.gov.au

Lord Mayor: Matt Levinson 0427 044 768 or mlevinson@cityofsydney.nsw.gov.au



MEDIA RELEASE

Finalists in the 2011 City of Sydney Business Awards



DRAFT



We're supporting Sydney's small businesses
through the 2011 Sydney Business Awards
Sydney2030.com.au

city of villages