

MEDIA RELEASE

Wednesday, 14th September 2011

Oobi Baby and Kids crowned Business of the Year



A retro-inspired boutique that's changed the face of Australian children's fashion and dressed designer tots around the globe has taken out the coveted Business of the Year prize in this year's City of Sydney Business Awards.

Oobi Baby and Kids was launched in 2003 by 1950s fashion devotee Alex Riggs, to create a new style of clothing that pushes the boundaries of childrenswear and allows kids to develop their own signature style.

Drawing on her background in screen printing and textiles, and previous experience running a toy and homewares business, Alex wanted to offer kids and their parents original, lasting and affordable designs – high end pieces without high-end prices.

Now, just eight years on, Oobi has become a global brand with stockists across Australia, as well as New Zealand, Asia, the United States, Europe, the Middle East and South Africa.

As well as being named Business of the Year at last night's awards, presented by Lord Mayor Clover Moore MP at The Westin, Sydney, Oobi Baby and Kids also took out the Specialty Retail and Wholesale category.

"When I was running my last business, I realised that my real passion lay in designing and creating unique children's clothing – so I took a chance and decided to change direction, and Oobi was born!" said Alex Riggs, founder and designer of Oobi Baby and Kids.

"My inspiration comes from my mother and grandmother's closets, combined with a gentle nod to the fashions of today – I want Oobi to be timeless, rather than trendy, and cater for kids who are a cut above the rest.

"It's such an honour to be able to bring joy to the thousands of mums around the world whose children wear Oobi designs – we've really created a community with our brand, which is a remarkable thing.

"Now, being recognised by the City of Sydney awards has shown that a young woman with an idea can turn a passion into a real business with real influence and a strong presence just 10 years later.

"It also shows that being ethical, inclusive and generous does not have to be mutually exclusive with being a professional and successful company. It's wonderful to see that we have the respect of the business industry and our peers – clearly we're doing quite a few things right!"



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

city of villages

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Apart from dressing kids across Sydney and beyond in unique retro designs, Oobi Baby and Kids has developed a name for itself as a charitable small business.

Believing that every child should be able to enjoy good quality clothes and toys, Oobi has donated over \$100,000 of stock to a variety of important organisations including the victims of the Victoria Bushfires, The Malawi Project, World Vision and the Wurlu Wurlinjang Health Service.

This year's City of Sydney awards were the biggest and best to date, with 640 businesses nominated and almost 67,000 votes across 22 categories.

Lord Mayor Clover Moore MP said every business in this year's awards should feel proud of themselves, as they are playing a crucial role in making Sydney the cultural, creative and economic powerhouse it is today.

"I would like to congratulate all the winners of this year's Business Awards along with the hundreds of nominees, and thank them for their incredible contribution to the life of our fantastic city," the Lord Mayor said.

"It's really exciting to see such a diversity of successful small businesses celebrated in this year's program.

"Our Business of the Year, Oobi Baby and Kids, has grown from one very talented woman in Zetland to a global business that's made a name for itself brightening the lives of children with its generous donations as well as its stylish clothes."

Other major awards announced last night include:

- Small Business of the Year, which went to CBD coffee favourite two black sheep;
- ANZ Fast Starter Award, won by innovative online business Ecruising.travel; and
- Microsoft IT Innovation Award, which went to healthcare and fitness centre City Clinic (see overleaf for the full list).

The awards were decided by a high-profile judging panel, including: Greg Hayes and Garth McNally of Hayes Knight, Christopher Witt of Kalori Investment Group, Rob Anderson and Stephanie Gray of ANZ, Kate Groom of Starfish Consulting, Iain Smale of Pangolin Associates, Helen Giannakis of Cumberland Courier Newspapers, Paul Wallbank of Netsmarts, and Camden Jobbins, Esther Aarons and Gayle Sullivan of TAFE NSW.

For more information, please visit: www.sydneybusinessawards.com.au

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Winners in the 2011 City of Sydney Business Awards

Business of the Year – Oobi Baby and Kids

Small Business of the Year – two black sheep

ANZ Fast Starter Award – Ecrusing.travel

Microsoft IT Innovation Award – City Clinic

Lord Mayor's Sustainability Award – Park Regis City Centre

Professional, Business and Financial Services – Armstrong Legal

Education and Training – Australian Businesswomen's Network

Bicycle Business – Bike Brain

Pubs, Hotels, Nightclubs and Venues – Bowlers' Club at 99 ON YORK

Healthcare and Fitness – City Clinic

Small Bars – CORRIDOR

Food and Beverage Retail – Cracka Wines

Environmental Business – GreenCollar Group

Tourism – Harvest Pilgrimages

Retail Beauty – Lawson's Men's Hair

Community and Social Services – Life Changing Experiences Foundation

Restaurants – Mizuya

Retail Fashion – Moi Moi Fine Jewellery

Specialty Retail and Wholesale – Oobi Baby and Kids

Household and General Retail – Planet

Accommodation – Quality Hotel Cambridge

Marketing and Communications – RANDEM Group

Cultural and Creative Services – Sydney Eisteddfod

Online Business – Track Me Back

Cafes – two black sheep

Information and Communication Technology – Velteo Pty Ltd

Takeaway Food and Catering Services – WOWCOW

