



SMALL BUSINESSES SHOW BIG HEARTS

Jennifer Bennett

CENTRAL is supporting Sydney Council's 2008 Business Awards, which was launched by Councillor Marcelle Hoff last week.

Speaking at Pyrmont's Doltone House, which was the winner of last year's Business of the Year Award, Cr Hoff said it was essential to "recognise the value and role [small and medium businesses] play in making our city global".

She said the awards were part of the Sustainable Sydney 2030 plan.

"Part of that vision is to foster those businesses in our 'City of Villages'," she said.

Central is a media partner for the awards, and will bring you information about the nominees and winners in coming months.

The awards are aimed at small to medium businesses and cover 23 different categories, from fashion and beauty to export businesses. There is also the Lord Mayor's Sustainability Award and the Business of the Year Award. Anna Cesarano, the director of Doltone House, which will host the gala awards ceremony in September, said her business was pleased to be taking part.

"We're very much looking forward to part-

nering with the City of Sydney and embracing change," she said. "People recognise Doltone House not just as a small family business any more."

Also speaking at the launch was Angela Vithoukas, director of the Vivo Group, which won Business of the Year in 2006.

"One of the most moving moments I have experienced was when I heard the words, 'and the winner is'," she said.

Since then, she said, business has skyrocketed.

"My brother and I sat down and said 'this city has been good to us, what can we give back?'"

"Every business is already a winner, but participating in these awards will show them what a winner is."

For more information go to www.sydneybusinessawards.com.au. Nominations close July 25.

