



VICTORY IS SWEET

Words: Jennifer Bennett

Photo: Phill Rogers

MORE than 70 local businesses have already been nominated for the City of Sydney Business Awards, with residents encouraged to vote for their favourites.

In keeping with the city's sustainability drive, there will be no paper voting this year. Instead, votes can be cast online or through SMS.

Nominees will find an email template online that they can send out to their customers, and will be provided with a personalised SMS code to make voting for them easier.

Last year the British Lolly Shop, a temple of sugar selling Edinburgh rock, humbugs and sherbet in Kings Cross, won the New Innovative Business Award after being nominated by a customer.

"We got a phone call saying we'd been nomi-

nated," said Peter Shaw, who owns the shop with his wife, Sally, adding that customers got involved in the awards process.

"They all talk about it [still]. It was important to them too."

Mr Shaw opened the shop two years ago, extending a franchise set up by friends in Perth.

Understanding the stock came naturally - while Mr Shaw may have been born Southampton, England, he moved to Australia as a small child, but regular parcels from his grandmother made sure he never lost the taste for British sweets.

"I was weaned on a lot of British things," he said. "[Now] I tell people I hand out boiled sweets in the Cross."

Central is a media partner for the Business Awards. For more information, including voting and registration instructions, head to www.sydneybusinessawards.com.au.



Maureen McKendry of The British Lolly Shop, winner of the New Innovative Business Award at last year's City of Sydney Business Awards.