

MEDIA RELEASE

Adrian Pederick MP JP

Member for Hammond

Opposition Whip

Shadow Minister for

Agriculture, Food & Fisheries and Forests

Friday March 4, 2011

Awards celebrate our outstanding local businesses

Local MP Adrian Pederick today called for the local community to publicly recognise outstanding local businesses by nominating them for the 2011 Telstra Business Awards.

The Awards are now open for nominations and entries for the 19th year with the program extended in 2011 by the introduction of a state and territory Telstra Regional Business Award and a People's Choice Award.

"Small and medium businesses are the backbone of our community and their achievements and contribution to the local economy deserve to be celebrated through this prestigious national Awards program," Mr Pederick said.

"The Telstra Business Awards are an opportunity for customers, suppliers and supporters to highlight the outstanding owners, entrepreneurs, innovators and employees behind our best local businesses.

"It's also a chance to recognise those businesses that are doing great things in our community through the Yellow Pages Social Responsibility Award."

Mr Pederick said many business owners that have entered the Awards say they gain enormous benefits from reviewing their business during the submission process as well as from receiving the 70-page Business Health Check report, a benchmarking tool that can assist in identifying growth opportunities and business improvements.

The Business Health Check is based on international benchmarking standards including the Global Reporting Index and Innovation Standards, current legislation and accepted industry best practice. It was developed by Telstra Business in consultation with the NSW Business Chamber, which has been using it to coach and develop businesses over the past four years.

Entries for the Telstra SA Business Awards close on Monday 4 April 2011 and winners share in \$500,000 in overall cash and prizes.

To nominate a business, you can go to www.telstrabusinessawards.com or call the Telstra Business Awards team on 1800 262 323 between 9am and 7pm AEST Monday to Friday for further information about the Awards.

Electorate office contact: Trevor Hammond 8531 1676.