

2008 BUSINESS AWARDS THE WINNERS 2008 BUSINESS AWARDS

It was a night to remember

THE venue was perfect, the food was delicious, the band was terrific and the spirit among the finalists was fantastic when the *Inner-West Weekly* hosted the 2008 True Local Business Awards.

The gala celebration held at Wests Ashfield on Wednesday, October 24, was a night to remember.

"Each year the awards keep getting bigger and better," editor Robyn Ainsworth said.

"The way in which finalists spontaneously created their own dance floor to party along to the Swinging Sixties was testament to fun spirit of the evening."

The awards attracted double the number of nominations and voters from last year, which made the judging all the more difficult.

Short-listed businesses had to complete questionnaires, then mystery shoppers from AC Nielsen assessed their customer service, product quality and presentation.

Then came the hours of poring over the short-listed entries before judges made their decisions.

The judges were David Baumgarten, of the Business Enterprise Centre; Geoffrey Lee, of UWS (Community Engagement); and Steph Kelly, economic development manager of Canada Bay Council.

Apart from the excitement of revealing the 21 category winners, there were several special awards – the Employee Excellence award; Readers' Choice; New Business; Community Contribution of the Year chosen by the editorial team of the *Inner-West Weekly*; and Local Business of the Year.



Vodafone's Eithne Freeney, Corey Payne and staff from Floormania.

Local Business of the Year

AFTER a run of True Local Business Awards in the past four years, Concord family-owned business Floormania has won the prestigious overall Local Business of the Year award for the third time.

John Elasi, who owns the Concord and Kensington showrooms with his brother, Joseph, attributed the Concord team's success to its unflinching efforts to always provide full customer satisfaction and to the

overall business's 30-year commitment to pricing competitively on all floor coverings.

"Our key aims are to do everything we can to keep our customers extremely happy with our service and product, and to offer that product at a very reasonable price," John Elasi said.

Floormania at Concord also won the extremely competitive Trades & Services category.

And the winners are:

- Beauty Services:** mju Hair, Makeup & Beauty, Drummoyne
- Business/Professional Services:** Paws Away! Strathfield
- Cafe/Coffee Shop:** Rosabelle's, Drummoyne
- Casual Dining/Takeaway:** Pier 26, Summer Hill
- Community Service/Not-For-Profit Organisation:** The Ella Centre, Haberfield
- Fashion - Accessories:** Scottish Accessories Shoppe, Croydon
- Fashion - Clothing:** Renaissance Boutique, Concord
- Fitness/Sport:** G Fitness, Rhodes
- Florist:** Lucy's Florist & Gifts, Summer Hill
- Formal Dining:** Qui Ristorante Cafe, Five Dock
- Fresh Food & Beverages:** Pure Gelato, Croydon Park
- Gift Shop/Specialty Store:** BalconyLiving, Concord
- Hairdresser:** HC Hairperfection, Concord West
- Health Services:** Exercise Prescription & Physiotherapy, Burwood
- Home & Garden Retail:** holySheet, Rhodes
- Hotel/Clubs/Entertainment Venue:** Burwood RSL Club
- Motor Vehicle Dealer:** Homebush Commercial Vehicles
- Motoring Services:** MB Murry Brown Motors, Ashfield
- Pharmacy:** Burwood Plaza Amcal Chemist
- Real Estate:** Five Dock Realty
- Trades & Services:** Floormania, Concord
- Readers' Choice:** D'Lush Hair, Drummoyne
- New Business:** Renaissance Boutique, Concord
- Employee Excellence:** Pat Baudille - Mortlake Service Centre, Concord
- Community Contribution:** Touched by Olivia
- Local Business of the Year:** Floormania, Concord

We've Got Reason To Be Proud
Congratulations to all of our finalists & winners

Rhodes Shopping Centre would like to congratulate all of our finalists in the True Local Business Awards and especially commend our victorious retailers:

- Holy Sheet** - Best Home & Garden Retail
- G Fitness** - Best Fitness/Sport Retailer

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