



MEDIA RELEASE
October 2009

Wright Communications sponsors category in Sustainable Business Network Awards

Wright Communications is proud to sponsor the Not-for-Profit Trailblazer category in the upcoming 2009 NZI National Sustainable Business Network Awards.

An extensive search of New Zealand's business community has put the spotlight on the country's most sustainable companies, with seven companies competing for the title of Sustainable Business of the Year, to be revealed on November 12.

The following finalists all won the Trailblazer award in their respective regions of the Sustainable Business Network Awards, held during August and September:

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| • Bayfair Shopping Centre | Retail managers of Bayfair Shopping Centre, Mt Maunganui. |
| • ecostore | A manufacturer, wholesale distributor and retailer of sustainable household and personal care products. |
| • Kokako Organic | A fair trade organic coffee roaster and food supplier. |
| • Landscape Design Company | New Zealand award-winning landscapers. |
| • Manaaki Whenua Landcare Research | An independent Crown Research Institute that provides science-based solutions and advice for sustainable development. |
| • Parkes Automotive | A family owned automotive workshop. |
| • The Herb Farm | Produces and sells 100% natural skincare and healthcare based on the healing power of natural herbs. |

Fifteen other finalists will also compete for seven category awards, celebrating businesses that are actively integrating sustainability throughout their operations.

New this year is the People's Choice Award. Members of the public are encouraged to vote for their chosen company online at the Sustainable Business Network's website until October 31, with the winner being announced at the national awards on November 12.

Sustainable Business Network chief executive Rachel Brown says she is thrilled at the number of businesses that are continuing to prioritise sustainability, even in this difficult economic climate.

"The theme of the awards this year is 'Reinvent to Thrive', acknowledging businesses that continue to sustain, innovate, re-engineer and rethink during the recession.

"We received entries from a diverse range of companies that are all making impressive and commendable changes to the way they do business, in an effort to be more sustainable," says Ms Brown.

Businesses have two avenues to enter the awards. They can participate in the Sustainable Business Network's 'Get Sustainable Challenge', which helps businesses to identify, measure and improve their sustainable development; or they can enter the Sustainable Design and Innovation Award, which recognises businesses that create an exceptional sustainable product, service or building.

Foundation partner NZI continues to support the Sustainable Business Network and is the primary sponsor of the national awards for the third consecutive year.

NZI executive general manager Karl Armstrong says involvement in the awards is a practical way to recognise and support companies that are making an effort to be more sustainable.

"It's encouraging to see so many companies pursuing sustainability and we commend all the finalists.

"At NZI we're committed to integrating sustainable business practices across the organisation and have recently moved our head office into Auckland's newest sustainable building with 5 Green Star ratings for office design and office interiors," says Mr Armstrong.

The Sustainable Business of the Year will be announced at a cocktail function held at St Matthew's in the City in Auckland on Thursday, November 12.

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Wright Communications is proud to provide pro bono public relations services to the Sustainable Business Network.

Editors' notes

About the Sustainable Business Network

Nationally, the Sustainable Business Network represents more than 700 businesses from SMEs, consultants, research and academic staff, through to large businesses and corporations. The Network has five regional offices and promotes sustainable business practice through networking, practical advice and support, research and policy. It focuses on leading, promoting and facilitating practices and procedures that enhance economic prosperity, environmental quality, social equity and business ethics.

- 'Trailblazers' are those organisations that have been implementing sustainability measures for two years or more
- 'Emerging' organisations have been on the journey for two years or less
- Trailblazers and Emerging finalists participated in the Get Sustainable Challenge

- The Sustainable Design and Innovation Award category covers products, services and buildings
- All finalists were winners in their regional awards held in August and September of this year.

Please visit www.sustainable.org.nz for more information.

Category Finalists Summary

NZI Sustainable Business of the Year

Sponsored by NZI

Northern finalist:	Kokako Organic ecostore
Waikato finalist:	No winner selected
Bay of Plenty finalist:	Landscape Design Company Bayfair Shopping Centre
Central and Southern finalist:	Manaaki Whenua Landcare Research Parkes Automotive The Herb Farm

Trailblazer Category Finalists

Large and Corporate

Sponsored by The Wellington Company

Northern finalist:	ecostore
Waikato finalist:	No winner selected
Bay of Plenty finalist:	Bayfair Shopping Centre
Central and Southern finalist:	Manaaki Whenua Landcare Research

Small and Medium (50 employees or less)

Sponsored by Vodafone

Northern finalist:	Kokako Organic
Waikato finalist:	No winner selected
Bay of Plenty finalist:	Landscape Design Company
Central and Southern finalist:	Parkes Automotive The Herb Farm

Not-for-Profit

Sponsored by Wright Communications

Northern finalist:	Framework Trust
Waikato finalist:	Te Whangai Trust
Bay of Plenty finalist:	Energy Options Ltd
Central and Southern finalist:	Wellington Zoo Trust

Emerging Category Finalists

Large and Corporate

Sponsored by Corporate Express

Northern finalist:	Hayes Knight
Waikato finalist:	Foster Constructions Ltd
Bay of Plenty finalist:	No winner selected
Central and Southern finalist:	Kiwibank

Small and Medium

Sponsored by University of Waikato Management School

Northern finalist:	The Conference Centre
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Waikato finalist: KINA NZ Design & Art Space
Bay of Plenty finalist: BOP Apparelmaster
Central and Southern finalist: Ideas Shop

Sustainable Design and Innovation Category Finalists

Sponsored by EECA

Northern finalist: LanzaTech
Waikato finalist: The Enviroschools Foundation
Bay of Plenty finalist: Devan Plastics Ltd
Central and Southern finalist: Pacific Wood Products

About NZI

NZI has been in business for 150 years, making it the oldest insurance brand in New Zealand. They operate through a nationwide network of qualified brokers and offer a variety of flexible and comprehensive insurance services for people and businesses in New Zealand.

NZI is a proud supporter of the Sustainable Business Network and are the main sponsor of the National Sustainable Business Network Awards.