

Western Sydney Industry Awards

A SPECIAL ADVERTISING REPORT

Great things happen out West

By **Barbara Perry**
Minister for Western Sydney

BEING named a finalist in the Western Sydney Industry Awards is no small achievement because judging is vigorous and the competition is tough.

About 150 of Australia's top 500 companies are based in Western Sydney so the calibre of business excellence is high. Finalists must meet world-class standards of excellence and innovation.

Every year, the Western Sydney Industry Awards reveal more outstanding companies in our region. They are going confidently about their business, pursuing excellence, improving employment and boosting our economic performance.

The rewards of being a winner or even a finalist have tangible, bottom-line benefits for the companies and this is why many of them keep coming back.

Last year, Pavement Management Services at Seven Hills secured two new multi-million dollar international contracts after winning a Western Sydney Industry Award, taking its company revenue from \$4 million to \$21.7 million this year.

The company credits the Award for giving it a boost in morale and confidence to chase down the new opportunities.

In addition, overseas businesses looking to partner with firms, see our Awards as a stamp of approval and they have greater confidence in entering new agreements. This year we had



Best in show: The Minister for Western Sydney, Barbara Perry, with award winners at the Western Sydney Industry Awards gala dinner on May 18

a diverse range of finalists across a range of industries including IT, business services, tourism, engineering and manufacturing.

Most pleasing was that a great many of these outstanding businesses have a strong sense of corporate social responsibility and are giving back to the community through social and employment programs.

This is why the Western Sydney Industry Awards unite business, State

Government, Local Councils and industry Associations, and why we have strong support from partner, the NSW Department of State and Regional Development and the Greater Western Sydney Economic Development Board.

Councils right across Western Sydney back the awards program to the hilt - nine of our councils are sponsors and others support the Program by hosting Awards events.

And why wouldn't they sponsor?

Great companies are moving west to the region that generated a staggering \$71.5 billion in gross regional product in 2005 - and that figure is growing.

The Lemma State Government is planning for our future with instruments like the City of Cities plan which maps the creation of 230,000 jobs and 400,000 dwellings in Western Sydney in the next 25 years.

We're creating employment corridors along our motorways, new com-

mercial and industrial space and we're keeping retailing in centres with good transport links.

The Premier's State Plan will ensure we stay on track and expand our physical and social infrastructure.

Western Sydney is at the heart of all these plans and it is the businesses of our region which will provide the investment growth and many of the jobs we will need.