

# Award boosted business

LINDSAY PieMaking Equipment managing director Tom Lindsay used to think "awards don't pay the bills".

But since getting involved with the Western Sydney Industry Awards he had "seen the light".

Mr Lindsay joined Western Sydney Minister Diane Beamer at Twin Creeks Golf and Country Club at Luddenham to encourage business people to enter the 2007 Awards.

"Each year the awards uncover many outstanding innovative companies responsible for generating millions of dollars worth of investment in the region," Ms Beamer said.

"I urge all companies that are innovative, dynamic and moving forward to take up the challenge and enter the awards," she said.

The office of the minister runs the awards in partnership with the Greater Western Sydney Economic Development Board and the NSW State and Regional Development Department.

The major sponsor is M7 operator Transurban. Cumberland Newspapers, publishers of the *Mt Druitt-St Marys Standard*, provides the media sponsorship.

Mr Lindsay's Emu Plains pie machine manufacturing business has doubled in size since they first entered the awards.

"People started looking at us... nobody had recognised our great products before," he said.

The Western Sydney Industry Awards helped his company win contracts with Sarah Lee and export deals.

**‘I urge all companies that are innovative, dynamic and moving forward to take up the challenge and enter the awards’**

— Diane Beamer

Ms Beamer said 271 companies had been winners or highly commended from 1160 entries in the past eight years.

"Business is vital to our growing community and it is clear that initiatives like these awards consistently deliver positive results."

Greater Western Sydney Economic Development Board chairman Frank Gelonesi said the awards were "an excellent vehicle to encourage good companies to use the experience of entering to identify their own strengths and weaknesses and therefore strategic direction".

"The great thing about the awards is that everyone involved is a winner," he said.

"The entry process encourages companies to really work with their staff to evaluate current practices and plan for the future."

The closing date for entries is Friday, December 1.

Call the office of the Minister for Western Sydney on 8836 4973 for an application kit or log onto [www.westernsydney.nsw.gov.au](http://www.westernsydney.nsw.gov.au)



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