

Celebrating Excellence

Elements of Byron was the venue for the 2017 NSW Business Chamber Northern Rivers Awards. It was a night of celebrating business from the region and acknowledging and rewarding those businesses that have gone the extra mile.

Now in its fourth year, the Business Awards recognise excellence in business, leadership, entrepreneurship, sustainability, innovation, business growth and employment practices across the Northern Rivers region.

Businesses both big and small picked up awards rising to the stage to accept them just as they rose to the challenges of running a business.

It's a testament to the region's resilience that just a few short months ago the area was subjected to widespread flooding which devastated homes and businesses alike.

Murwillumbah & District Business Chamber showed their true strength by developing innovative strategies to assist their membership base and wider community to recover and rebuild after the weather event. This along with their successful event marketing and membership growth strategies won them the Local Chamber of Commerce Award.

Northern Rivers NSW Business Chamber Regional Manager, Jane Laverty, said this year's finalists represent a fantastic cross section of businesses from right across the Northern Rivers.

"These awards are a wonderful opportunity to celebrate excellence in the local business community and showcase their success at a local, regional and state level," Ms Laverty said.



Northern Rivers Business Awards winner!

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GSAC Wins Regional Gong and Looks to State Award



Goonellabah Sports & Aquatic Centre (GSAC) has come home with gold from the Northern Rivers Business Awards held in Byron Bay.

GSAC won the 2017 Personal Services category and is now in the running to win the state award in Sydney this October.

Council's Manager of Major Recreation and Cultural Facilities Tony Duffy said in the last 12 months the team had made big changes in the delivery of customer services, which was definitely paying off.

"We have really focused on bonding the team together and listening to ideas from people on the floor – the swimming teachers, the gym trainers, the people who know what works for their members," Tony said.

"Being a Council-owned facility, there has been a tendency for a top-down management approach, but we have worked really hard to change that and make sure those people who know the community best are involved in the development of programs, events and methods of delivery.

"Our staff have a newfound enthusiasm and love for their work, and ultimately we are seeing that reflected in the services we provide and the fact our members are really happy with our facility."

The GSAC facility encompasses a 24-hour gym, swimming pools and waterslide, sports stadium and café as well as a multitude of sport, swimming and fitness programs for all ages.

It has been open since 2009, and was recently rebranded with a new reception and café area, new uniforms and a new sense of team pride.

The Pesties In Blue Are Winning

No one could accuse Active Pest Management of being a wallflower business. They are front and centre on the Northern Rivers' business landscape and continue to dial up the volume on their 'Pesties in Blue' branding so you can't miss them.

This year, Active Pest have won three Business Excellence awards, two in the Ballina Coast & Hinterland sector and most recently, they are delighted to be announced the Northern Rivers Regional Business Winner within Trades & Manufacturing. All on top of previous wins in 2013 and 2016. Now they are off to the NSW Business Chamber State Finals this November in Sydney. The 'Pesties in Blue' have come a long way from humble beginnings seven years ago.

This year has presented numerous challenges including an excessively wet summer, followed by a mild but extremely dry winter. Add to those factors the fast-evolving science of non-chemical pest management and bio-compounds targeting specific pests, it's easy to understand there's a lot to keep in front of against the background of an increasingly pressured economy.

As Active Pest co-owner and pre-construction specialist Tony Dunn alluded to in his acceptance speech at the 2017 NSW Business Chamber Awards on August 29, "What many people wouldn't be aware of outside the industry is that several well-known national pest control brands have been taken over by international conglomerates, taking profits off-shore.

"We are finding customers are more than happy to support local businesses which is reassuring for us in this highly competitive industry. That's why it's vitally important that we differentiate our business with strong marketing messages that educate and inform customers about who we are, where we're from and what we offer."



Jim Burgess, expert bug guru and the other half of Active Pest's ownership duo says "People don't necessarily pay attention to who they're going to call for pest control. They notice spiders dangling from the ceiling and cockroaches in the cupboards and probably go to search on Google. But, we want people to recognise our bright blue advertising and recall our radio spots with the tagline 'The Pesties

in Blue'. When they visit our website, they'll see we tick a lot of boxes in that we're local, fully licenced, insured and using only the highest quality, environmentally-responsible pest management techniques available.

"To stay ahead in the pest control field, we need to run a tight ship and keep abreast of industry developments and legislation. At the same time, administrative practices and field technologies are continually upgrading at record pace. It is imperative to our continued success that we work on our business as much as work in it, Jim asserts.

"We're proud of our achievements so far and look forward to keeping pace with this everchanging industry into the future."

The Pesties in Blue

Ballina Coast & Hinterland Business Excellence Award Winners 2013, 2016, 2017 and...

ACTIVE PEST MANAGEMENT

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2017 NSW BUSINESS CHAMBER NORTHERN RIVERS REGIONAL WINNER Excellence in Trade & Manufacturing

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