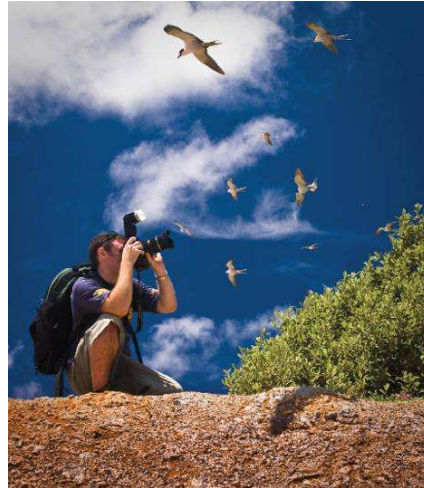


2899 DESIGN ENCOURAGED BY TOURISM AWARD

2899 Design won last year's Tourism Award for Best New Business and its owner/ operator, Rob Nisbet, was happy to be recognised. Rob's business encompasses photography and design, and the entry process coincided with his formulation of a business plan, so he was able to use his submission to evaluate where 2899 Design was going.



Rob enjoyed the Awards Night and felt it was well-presented. He was also pleased to do a photo shoot of the event which he later used in the first edition of his lifestyle publication, *2899 Magazine*. Rob believes the awards are valuable because: *"Norfolk is an environment where it's important for local businesses to have a standard to measure themselves against. Being involved allows everyone to take an objective look at what they do."*

Rob has featured his award in promotional material and advertising but is sure that *"...the emphasis should be on businesses entering to help themselves rather than for the glory of winning...the prize is in taking the opportunity to analyse your own business."*

The Commonwealth Bank sponsored the Best New Business category in the inaugural 2007, and 2008 Awards. Michael Maynard, Branch Manager for Norfolk Island, said: *"I believe the awards have been a fantastic vehicle for promoting excellence in customer service in Norfolk Island's all important tourism industry. The Best New Business is a particularly important category as it recognises those who have had the courage and conviction to try something new in what we all know have been very difficult times. Excellence and innovation are principles the Bank is proud to support."*

(Jenny Jauczius, Norfolk Online)