

# Best of the bunch

## National expansion the key for Telstra Awards finalists

THE NSW finalists for the 2010 Telstra Business Awards have been announced, with the judges saying the most impressive thing about the 20 companies was the consistency of their growth plans.

“Almost two-thirds of the businesses short-listed had identified national expansion as key to their future growth, while half had their sights set on expanding overseas,” Telstra Business Group managing director and Telstra Business Awards ambassador

Deena Shiff said. The finalists in their various categories are: **The businessowner Micro-Business Award, sponsored by News Limited, publishers of The Daily Telegraph, for businesses with five employees or fewer.**

Motivate You Fitness & Personal Training, Carnes Hill, sphinx, Mosman, Sydney Commercial Kitchens, Cromer, Sydney Writers’ Centre, Milsons Point, and Tactical Solutions, Penrith. **The MYOB Small Business**

**Award for businesses with more than five employees but less than or equal to 20 employees.**

Borrodell on the Mt, Orange, Intact Group, Sydney, Kinetic Recruitment, Sydney, and The Observatory Port Macquarie.

**The Panasonic Australia Medium Business Award, for businesses with more than 20 employees but less than or equal to 200 employees.**

Australian Careers Business College, Liverpool, Dol-

tone House Group, Pyrmont, Ezypay, Chatswood, Hotels Combined, Ultimo, TigerSpice, Surry Hills, and Viocorp International, Pyrmont.

**AMP Innovation Award, for businesses that successfully introduced an innovation.**

Australian BioRefining, Evans Head, Solid Racks (A Division of Wood Appeal), Brookvale, Soprano Design, North Sydney, and Viocorp International, Pyrmont.

**The Sensis Social Responsibility Award, for businesses**

**that have demonstrated leadership and contribution to business to the environment, people, education or community.**

ChewYings Lawn & Horticulture, North Nowra, and The Dental Centre, Brook Hill.

**The winners of the NSW Awards will be announced at the Westin Hotel on July 9. They will receive a share of \$400,000 in cash and prizes.**



### A strategy of planning to succeed

Jenny Dillon

FOR corporate high flyer Jen Dalitz the saying it’s lonely at the top certainly held true.

It was about three years ago as she was enjoying her executive role with a big bank when she realised she had been working so hard to get to the top that she had failed to see there weren’t any other women with her up there.

She looked around for mentors, but found they were few on the ground.

Knowing that the perils of pioneering need not be repeated, she offered herself as a mentor for other women coming up through the ranks, then realised that what she was doing as a hobby actually made more sense as a business in its own right.

The result is that Ms Dalitz and her company sphinx is one of the finalists this year in the Telstra Business Awards, in the BusinessOwner micro-business category.

Ms Dalitz said her success so far and the fact that she made it through the rigorous vetting for the finals was all to do with her strategic planning.

“My background was in business consulting and banking and I achieved my executive role with a very strategic approach to business. I was just as strategic setting up the business.”

Mentoring role: Jen Dalitz, the CEO of sphinx, is a finalist in this year’s Telstra Business Awards

Picture: Stephen Cooper

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