



WESTEND ESTATE WINE'S NIGHT TO SHINE

Westend Estate Wines success isn't slowing down... NSW Business Chambers has announced Griffith based, Westend Estate Wines as the 2009 winner of the 'NSW Export Award' and '2009 NSW Employer Choice Award' in the Annual NSW Business Chamber Awards. The NSW Business Chamber Awards were created to celebrate the unique achievements of their members and their contribution to the economy and culture of Australia and NSW. The award ceremony was held on Thursday the 26th of November at Star City Casino, Sydney.

The NSW Business Chamber Awards recognise business excellence in small business growth, exporting, community involvement and employers of choice. Not only did the event award the best of the best, the 'brightest stars' in business, but also recognising their members who have survived this year are business stars, and deserve to be recognised for their achievement.

Westend Estate was awarded 'NSW EXPORTER OF THE YEAR' award. Jean Kittson, Masters of Ceremonies for the night, described Westend Estate Wines as leading example of the many businesses that are forging a strong reputation for Australian products and services in international markets. The Export Award recognises those Australian companies achieving outstanding export success. Westend Estate exhibits an innovative export marketing strategy and has displayed exceptional growth through export sales with the expansion into new markets. Export sales for Westend Estate has seen the business grow from 400 cases of wine exported in 1998, to 260,000 cases in eleven years. Today Westend Estate exports to over 30 countries, including; Canada, Russia, United Kingdom, China, Germany, Ireland and United States.

Westend's second award was 'EMPLOYER OF CHOICE AWARD'. The Employer of Choice award recognises organisations which have created workplaces for their employees which have a positive impact on both employees and the organisation as a whole. Attracting and retaining skilled and committed employees remains a challenge for businesses whatever the economic climate. Westend Estate has displayed this through Innovating human resource initiative which address the economic downturn (e.g. flexible working arrangements) and New reward and recognition systems. Along with encouraging and supporting staff development and growth and helping employees address the work/life balance.

Bill Calabria collected the awards on behalf of his family company, stating: "The inclusion of our business (Westend Estate Wines) to even be considered as a finalist for NSW Business Chamber's state-wide Awards shows that our Riverina region can hold its own when it comes to being leaders in business excellence,"

Ben Foley, NSW Business Chamber Murray-Riverina Regional Manager, commented on the success: "Westend Estate are representative of how local business owners are thinking outside the square, creating jobs, supporting our community and making their workplaces the first choice for people to be employed in."

When the sky is dark, the stars shine brighter, and when the economic climate is dark, business survivors shine even brighter. It's Westend Estate's time to shine!

For further media enquiries, please contact Elizabeth Calabria: ecalabria@westendestate.com.au or (02)69690800.



WESTEND ESTATE DIRECTORS:
Pat Sergi, Bill Calabria & Peter Woodland



Bill Calabria accepting the award



PART OF THE CALABRIA FAMILY:
Lena, Bill, Andrew & Elizabeth Calabria