

## **MEDIA RELEASE**

### **Sustainable 60 Series winners announced**

What do a courier company, the carboNZero programme, a design research company, a merino wool marketing company and an insurance company with an innovative risk reduction strategy all have in common?

Answer – they were among the winners at the inaugural Sustainable 60 Series Awards in Auckland on Wednesday night.

More than 200 guests attended a cocktail party at The Heritage Hotel, Auckland, which showcased and celebrated the finalists and winners of the Sustainable 60 Series and their journey to sustainable best practice. The series, developed by Fairfax Media Business Group and PricewaterhouseCoopers, is designed to share and reward excellence in sustainable business practice in New Zealand.

The awards attracted more than 110 individual entries across five categories: Strategy and Governance, Marketplace, Workplace, Community and Environment. The calibre of the entries was impressive and reflected the journey that many New Zealand companies are taking towards becoming sustainable businesses.

"If New Zealand is going to compete seriously on the international business stage, it will be companies like tonight's winners who will lead the way and inspire others to follow," says Fairfax Media chief executive Allen Williams.

"The exciting thing about the Sustainable 60 Awards is that they recognise companies that are truly contributing to the growth of the New Zealand economy by adopting an innovative approach that meets the needs of tomorrow's customer."

PricewaterhouseCoopers CEO Bruce Hassall says a truly sustainable business is one that succeeds in the long term. "The Sustainable 60 Series recognises tomorrow's winners today. A sustainable business requires strong leadership and a strategic vision that looks beyond the next quarter or business cycle. PricewaterhouseCoopers is proud to have co-created the Sustainable 60 Series that highlights these successes. "

Traditionally, sustainability in New Zealand has been perceived as 'green' focused. The winners of the Sustainable 60 Series all exemplify commitment across the full breadth of sustainable business practices.

These companies stood out because they have made significant progress on the path to sustainability, far beyond environmental awareness. Winning examples include an industry-changing strategic approach to merino wool that has resulted in significant economic rewards, through to the delivery of services in a niche market – life cycle thinking in new product development - that is attracting international attention.

The judges have been particularly impressed by the quality of innovation that the winning companies display, and the financial and intangible value that is derived, despite the tough economic circumstances.

The winners of the overall Sustainable 60 Series awards are:

Small Exemplar – Locus Research

Medium Exemplar – Joint winners – The New Zealand Merino Company and Urgent Couriers

Large Exemplar- IAG NZ Ltd

The winners of the five individual categories are:

Strategy and Governance – carboNZero programme

Workplace – Urgent Couriers

Marketplace – carboNZero programme

Environment – Urgent Couriers

Community – Fonterra/Sanitarium

One company, Westpac, reached the finals of all categories, and was rewarded with a special commendation.

The next stage of the Sustainable 60 will be a series of seminars to be held from March 2010 in Auckland, Wellington and Christchurch, based on the leadership lessons from the awards. The seminars will feature winning companies and focus on providing practical hands-on advice with ideas and strategies that participants can apply to their own

businesses. For more information, visit [www.sustainable60.co.nz](http://www.sustainable60.co.nz).

The Sustainable 60 series is proudly sponsored by Andrew.Stewart, HSBC, Massey University, Maven and Ricoh.

Ends.

**For more information, please contact:**

Helen Williamson, Fairfax Business Group,

PH: 09 926 9117

Email: [Helen.williamson@ffxbusinessgroup.co.nz](mailto:Helen.williamson@ffxbusinessgroup.co.nz)