

MEDIA RELEASE

3 April 2009

SWISH EVENTS **ANNOUNCED 1ST GENERATION WINNER OF** **THE NSW & ACT FAMILY BUSINESS OF THE YEAR AWARDS**

The peak body for family businesses, Family Business Australia (FBA) today announced **Swish Events**, as the 2009 winner of the *First Generation category* in the NSW & ACT Family Business of the Year Awards.

NSW FBA Chairman, Terry Rowney said Swish Events was an outstanding example of a first generation business with well developed procedures already in place and an overriding commitment to service excellence.

Rowney says: "Richard Hughes is to be congratulated not only on his professionalism but on the way in which he have grown the business from a home-based, part-time operation to one that now employs his wife and a growing team of employees."

The judges noted the following outstanding aspects of the **Swish Events** application:

- The establishment of a dynamic business plan with allows for enough flexibility to meet the changing market demands;
- Innovation of the original product to cater to a changing market;
- Open communication with staff members; and
- An emphasis on sharing the vision with all involved in the business.

ABOUT SWISH EVENTS

After working in the events industry for another business, Richard Hughes established Swish Events in 2005 to channel his creativity and passion into a venture that would satisfy his entrepreneurial spirit.

Swish Events provide tailor made quality events through personalised professional service.

Richard runs the business with his wife Fiona, who balances administration of the business with raising their child.

The judges noted the open communication with staff members, the emphasis of sharing the vision with all involved in the business, and the establishment of a dynamic business plan which allows enough flexibility to meet the changing market demands.

THE NSW & ACT FBA AWARDS

The FBA Awards were created to celebrate the unique achievements of family businesses and their contribution to the economy and culture of Australia.

Criteria for Entry – is open to all businesses (both public and private) which are substantially owned and operated by a family or group of families and subject to the following criteria:

- A solid record of financial performance and stability;
- Respect within their fields;
- A demonstrated commitment to the ideas of family business; and,
- Demonstrated good corporate citizenship through involvement in the communities in which they operate.

Judging Panel - includes business owners and professional advisers from across NSW.

The NSW & ACT Family Business of the Year Awards consists of four categories in total:

- **First Generation** - founders and owners who manage the business;
- **Second Generation** - children or family relations of the founders who manage the business;
- **Third Generation** - children or family relations of the second generation who manage the business; and,
- **Fourth Generation** - children or family relations of the third generation who manage the business.

Swish Events will now go on to compete in the First Generation Award category at the National Family Business of the Year Awards to be held at Darwin in August.

For more information on NSW & ACT FBA go to www.fambiz.org.au

**Released on behalf of NSW FBA by Kardan Consulting
For further media information please contact:
Karen Bristow on (02) 9967 3245**