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 Ben Hood (L) and Simone Kain (R) with their George The Farmer children's character. Pic - Yuri Kouzmin

## SA BUSINESS

# Tourism, wine, health and tech businesses are among the finalists in this year's Telstra business awards

Giuseppe Tauriello, The Advertiser

June 15, 2018 7:00pm

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Byre Peninsula's Cowell Electric and McLaren Vale's Geoff Hardy wines are both finalists in the medium sized business category.

A total of 21 finalists have been named across the emerging, small, medium and social enterprise categories.

Telstra group executive consumer & small business Vicki Brady said the finalists had been evaluated across a range of criteria including strategy and vision, customers and marketing, operations, people and culture, innovation and technology, social responsibility and financial acumen.

“We are delighted to have received a record 10,000 nominations across the country for the Telstra Business Awards this year, a true testament to the vitality of Australian businesses and the regard in which they are held by their communities across the country,” she said.

“In the 26th year of the Telstra Business Awards, we are incredibly proud to be a long-standing supporter of small and medium business.

“It’s an exciting time to be in business, as technology and innovation helps to open up incredible opportunities, new markets and new ways to operate.

Ms Brady said each entrant in the awards program received a customised business benchmark report with insights and advice tailored to their business.

She said five out of six businesses that entered this year’s awards used social media to source new customers, while another 83 per cent used technology for marketing and sales.

“The awards program aims to support small and medium businesses by helping them to analyse, evaluate and improve their operations and increase their networking opportunities through technology and innovation,” she said.

Winners of this year’s Telstra South Australian Business Awards will be announced at the Adelaide Oval on July 5.

State winners will progress to the national awards, which will be presented at a gala dinner in Melbourne on September 20.

**TELSTRA SOUTH AUSTRALIAN BUSINESS AWARDS FINALISTS****Emerging**



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**Medium**

Altitude Advisory

PowerHealth

Cowell Electric Supply

Mykra

Australian Medical Placements

Geoff Hardy Wines

**Social**

ProActiv People Solutions

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