



Media Release

Australia's top business ideas recognised

Friday, 20 August, 2004: Twenty-four of Australia's top innovators have been short-listed for the 2004 Yellow Pages® *Business Ideas Grants* program run by local advertising and commercial search company, Sensis Pty Ltd. Finalists were selected after a rigorous judging process this week in Melbourne.

Sensis Chief Executive Officer, Mr Andrew Day said, "this year's entries were of exceptionally high standards reflecting the calibre of innovation in Australia today".

More than 1300 entries were received vying for a prize pool worth more than \$300,000 including cash grants, advertising solutions and training and development support. The 2004 categories and finalists include;

Best Idea Concept Stage

Kerry-Anne Boyd, Kellyville, NSW - Grabba
Iain William Chalmers, Kingston Beach, Tas - Australia All Decked Out
Grant Hall, Campbellfield, Vic - Muller Hybrid System
Michael Harvey, St Lucia, Qld - XeroCoat
Anthony Pryde, Yagoona, NSW - Wheelie Bin Cleaner
Glenn Wallis, Bunbury, WA - Trolley Stair Walker
Joanne Wegener, Figtree, NSW - Seeper Soaker
Colin Young, Parkdale, Vic - Anti-BLEVE Safety System

Best Idea Business Development Stage

Stuart Brown, West Gosford, NSW - Hankers Hot Food Vending Machine
Peter Clutton, Robina, Qld - Stylyx Bicycle
Paul Huxtable, Hilton, SA - Protect-It Column Guards
Dean McEvoy, Paddington, NSW - Booking Angel
Brad Merrett, Seymour, Vic - ENSUITES ON TOW
Andrew Pollard, Brisbane, Qld - iTV
Jack Trealey, Yamba, NSW - BrickGrips
Alec Umansky, Collingwood, Vic - P3

Best Idea Product Development Stage

Dr Paul Dastoor, Newcastle, NSW - Mobi Drip
Louis Delacretaz, Melbourne, Vic - Brain Anaesthesia Response Monitor (BAR)
John Grimes, Canberra, ACT - Grey Water Recycler
Leila Henderson, Myrtle Bank, SA - NewsGallery
Linda Lowndes, Wavell Heights, Qld - Microskin
Peter Smolenaers, Hawthorn East, Vic - PrimaSOFT
John Smyth, Melbourne, Vic - TAG technology
Robert Stevenson, Jandakot Airport WA - Raindance Systems Incendiary Machine

The winners will be announced on September 8 at an award ceremony being held in Melbourne.

Mr Andrew Day congratulated all finalists and said Sensis was honoured to recognise some of Australia's most innovative business ideas through the Yellow Pages® *Business Ideas Grants* program. These awards, now in their ninth year, have been designed to encourage, recognise and reward some of Australia's best small businesses and individual entrepreneurs.

"Australia is full of top class entrepreneurs and it's fantastic to be able to recognise some of them", Mr Day said.

"Often these people have great ideas but don't have the funding to get them off the ground. Sensis is proud to be able to give some of these ideas the kick-start they need through these awards" Mr Day said.

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Media Contacts:

Karina White. Phone 03 86536653 or mobile 0419 523 776

Melissa Marsh. Phone 03 8653 7522 or mobile 0439 653 016