

Media Release

The finest small businesses the South West has to offer were on display at the South West Small Business Awards on Saturday 25th June, 2016.

Hosted by Business South West, a crowd of over 300 celebrated at a gala dinner with 52 businesses named as finalists in the various categories.

Among the winners was Balingup Heights Hilltop Forest Cottages who were named as finalists in three categories including : Business with 0 – 4 Employees, the Tourism Award & the Community Engagement Award.

Owners, Deb and Brian Vanallen were delighted that Balingup Heights Hilltop Forest Cottages took out the Award for Business with 0 - 4 employees.

The judges noted that Deb and Brian's approach to strategic and business planning, enhanced by best practice marketing and customer service has placed the business in a strong position for continued growth.

Business South West CEO, Fiona Fitzgerald said the night was an exciting affair, showcasing the regions small business community."

"Small business owners spend many hours in their business and they often don't get the recognition of that effort. The awards night gives them the chance to celebrate the success of their business," Ms Fitzgerald said.

Balingup Heights has invested in the property in recent years with the completion of major renovations on the existing cottages and the addition of a new cottage. They have worked with tourism industry bodies to market into the Singaporean and broader Asian region with great success.

Their innovative use of social media and public relations campaigns, including Facebook and a Balingup Heights 365 Instagram feed, has provided excellent exposure and engagement for their business.

Deb and Brian believe that “much of our success has come from the development of partnerships with other small businesses in the region. Our continued growth depends not only visitors enjoying their stay with us, but on them having fabulous experiences right throughout the region.”

Fiona Fitzgerald said that “entering the annual awards is a great way for businesses to self-reflect. The awards process has been designed deliberately to help people focus on key aspects of their business, giving them a valuable opportunity to bench mark their performance against other successful small businesses.”

Deb and Brian Vanallen will join the other winners of the Major Categories qualify for the Regional Small Business Awards which will be held in Perth later in the year.

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