

# Media Release

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Success for Motorcycle Tour Company  
Riders Recognised  
Local Business Success

## **Business Booming Local Company Recognised for Outstanding Achievement**

Local tour operator, Cape York Motorcycle Adventures has been recognised for their continued success in one of the nation's most prestigious business awards programs.

The Queensland finalists in the 2008 Telstra Business Awards were announced on Monday. Cape York Motorcycle Adventures has been selected in two categories: The MYOB Small Business Award (for businesses with six to 20 employees) and The Social Responsibility Award (for businesses that have demonstrated leadership and contributed to the environment, people, education or the community).

Group Managing Director of Telstra Business and Telstra Business Awards Ambassador, Ms Deena Shiff, says hundreds of entries were received for this year's Awards.

"We have uncovered some great success stories this year, and are looking forward to celebrating Australia's most successful enterprises at these Awards which truly celebrate the entrepreneurial Aussie spirit," Ms Shiff said.

Cape York Motorcycle Adventures General Manager, Mrs. Renae Kunda, said that being selected as a finalist in both the Small Business and Social Responsibility categories was an amazing achievement.

"This recognition is testament to our continued commitment to industry improvement, environmental sustainability and community awareness." She said

Cape York Motorcycle Adventures achieved a world first in the motorcycle industry by gaining Eco-Certification on four of its products in 2006.

“It is a major goal of our company to change the negative public perception of the motorcycle industry. Motorcyclists are not all thugs and hoons, most of us are actually trying to make a difference in our communities. Since becoming Eco-certified I know for sure that the environmental impact of our operation has been minimised through the implementation of sound policies and procedures.” Mrs. Kunda said.

The local business has continued to thrive despite the current economic climate. Mrs. Kunda attributes the business’s success to its specific niche market.

“We are not affected by continued hits to the tourism industry as our customers generally travel to Cairns specifically to take part in one of our tours,” She said

Cape York Motorcycle Adventures customers who travel to the region provide significant economic inflow to Cairns and Cape York, injecting revenue into many local businesses.

“As a Cairns local, I am very proud of the contribution that our small business has provided to the growth of our city and to be recognised in prestigious awards like this one helps highlight the great things that happen in the Far North. I am humbled by the opportunity to represent the city.” She said.

The achievement of finalist means that the business has been shortlisted along with 5 other businesses from around the state. The winners of each category will be announced at the awards ceremony to take place on the 12<sup>th</sup> September in Brisbane.

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