



GEELONG ADVERTISER BUSINESS EXCELLENCE AWARDS 2010

Bunnings South of the Barwon Judges Award: Ocean Road Landscaping

Firm has bloomed in 15 years

OCEAN Road Landscaping has put down deep roots, nurtured its business and grown from a one-man band to a 15-strong team of professionals in 15 years.

Director Peter Shaw, who started the Anglesea-based business, now has a team of gardeners, designers, landscapers, nurserymen and administrators who are dedicated to bringing the best to their customers.

Ocean Road Landscaping's efforts have garnered praise from more than those clients. The judges noted the proprietors' strong focus on staff training to ensure excellent results for their clients.

Ocean Road Landscaping is passionate about creating excellent gardens and delights in using local plants. It's all about functional designs, environmental harmony, sustainability and the client's pure enjoyment.

The team offers design, construction, consultation and garden maintenance in the Surf Coast, Great Ocean Road, Geelong and the Bellarine Peninsula.

About seven years ago the company developed a business plan after completing a Business Development Network (BDN) workshop. The plan is upgraded yearly after a meeting with BDN and has become one of the handiest tools in Ocean Road Landscaping's development.

The business also caught the



BIG WIN: Chris Pokorny (centre), of award sponsor Bunnings, with Ocean Road Landscaping's Simone and Peter Shaw and their team.

judge's eye with its strong marketing approach. The company's target markets include early retirees, holiday-home owners and discerning and environmentally-conscious gardeners. More than 80 per cent of business flows from its large colour advertisement in the Yellow Pages and its Yellow Pages Online listing. It also attracts business by word of mouth, its website, ensures vehicles and staff uniforms promote its brand and lets its quality work speak for itself by showing completed gardens.

The business rates on-going training and development highly, with staff taking part in further education in areas including leadership, business management, first aid and computer-aided design. It knows that knowledgeable, enthusiastic staff are a key to business success.

Ocean Road Landscaping is a proud employer of apprentices and acknowledges the importance of keeping those apprentices so the business can benefit from their four years of knowledge. It also values its community and offers support

through donations and services to organisations including schools, Lorne Garden Club and the CFA.

The landscape design business, which strives to create sustainable gardens, takes the same approach with its own operations. It harvests water from a neighbouring industrial shed into tanks, uses recycled garden products where possible, uses 100 per cent green power in its office, recycles its rubbish and encourages customers to adopt sustainable approaches in their garden designs.

JUDGES' COMMENTS

"The proprietors have a clear vision for the future and are well focussed on ensuring that the staff are trained to deliver an excellent service. They have implemented positive processes to improve their profit, at the same time ensuring their team is trained in providing an excellent result for their clients."

SCORES

Development plan	86/100
Marketing strategy	82/100
Marketing actions	80/100
Achievements	83/100
Performance	80/100
Environment	80/100
Leadership	86/100
Human resources	80/100
Corporate citizenship	82/100
Customer service	82/100
Total	821/1000

Bunnings North of the Barwon Judges Award: Hand Brake Turn

Helping our at-risk youth

CORPORATE citizenship, customer service and vision and leadership were three categories that convinced judges to give Hand Brake Turn their Bunnings Corio North of the Barwon Award.

Hand Brake Turn is an industry leader in providing trade education to under-privileged youth, specifically young offenders and at-risk individuals.

The not-for-profit organisation accepts referrals from high schools, and community, youth and welfare organisations such as Barwon Youth, Diversitat, Create, St Augustine's, Centrelink, G-force and Time for Youth.

Hand Brake Turn places the young people in an eight-week free training program consisting of two weeks each in panel beating, spray painting and motor mechanics and a further two weeks as a work trial at trade businesses which can lead to employment.

Each program consists of 18 young people who are also involved in restoring a car which is donated to a victim of crime or a community member in need.

Another program, Under The Hood (UTH), is for young people in high school who are at risk of leaving.



INDUSTRY LEADER: The successful Hand Brake Turn team of Geraldine Moyle, Kerren Lange, Greg Mather and Steve Gould.

UTH is offered one day a week for the duration of a school term (10 weeks).

This program operates as a result of Deakin University research into young males in the 12-15 age bracket identified as steadily declining in academic achievement.

Hand Brake Turn aims to help young people make a positive contribution to their community, particularly focusing on life skills such as a good work ethic, anger manage-

ment, self-esteem, motivation and drug and crime issues.

It strives to create pathways to minimise the risk of young people's involvement in crime and anti-social behaviour and find meaningful employment or further education for them.

Staff members demonstrate the organisation's core values at daily meetings involving updates on participants' behaviour and progress, discussions on job opportunities

and staff interaction on suitability of past or present participants.

The Hand Brake Turn marketing strategy takes in any agencies that have young people as their clients.

Management sees the need to provide alternative education because not all young people negotiate mainstream education well.

This can be due to learning difficulties, behavioural issues, home instability, lack of opportunities and involvement in crime.

JUDGES' COMMENTS

"This business makes a major contribution to the community in which it operates. It efficiently delivers a holistic approach to young adult learning, thus improving the future opportunities for these people. The management and staff are very humble but committed to their clients and they make a major contribution to society."

SCORES

Development plan	80/100
Marketing strategy	80/100
Marketing actions	80/100
Achievements	80/100
Performance	80/100
Environment	79/100
Leadership	85/100
Human resources	80/100
Corporate citizenship	85/100
Customer service	85/100
Total	814/1000