

15TH ANNUAL

Advertiser

BUSINESS EXCELLENCE

AWARD

2011

GEELONG ADVERTISER BUSINESS EXCELLENCE AWARDS 2011

26 YEARS OF SUPPORTING BUSINESS EXCELLENCE

Shell Geelong Small Business (4-15) Award: Ocean Road Landscaping



WINNERS ARE GRINNERS: Standing, Damian Brame, Barry Brew, Paula Fowler, Tommy Midolo, Jerry Gorman, Owain Wallace and Peter Honner. Front, owners Peter and Simone Shaw and Travis Boyer.

JUDGES' COMMENTS

This is a great business with great product and services. They have clear objectives of where they want their business to go. Professional branding has been undertaken, as has a good amount of research.

Grass roots success

OCEAN Road Landscaping has had 16 years of success and last year was no exception.

The landscape design, construction, consultation and garden maintenance business won a Landscape Victoria Industry award in hard landscaping and was a finalist in sustainability and residential landscape.

Since its beginnings, the business has grown from a one-man operation to a team of 15 professional gardeners, landscapers, nurserymen, designers and administrators.

Armed with a passion to create great gardens, Ocean Road

Landscaping has grown stronger though finding the balance between customer needs and beautiful landscapes.

Their focus is to educate customers about living in harmony with the environment and to make designs functional so people can enjoy their gardens.

They have always strived to create sustainable gardens by using drought-tolerant plants, favouring local plants and using them in ways that complement the design.

Ocean Road Landscaping also has a maintenance division to ensure the

gardens they create remain looking beautiful.

By looking at all aspects – including screening, north-facing sun – play areas and functional areas, the business has become an industry leader and one of the largest landscaping companies in south-west Victoria.

Ocean Road Landscaping believes an organisation is only as good as its people. It actively encourages its team to undertake further education, ensuring it is knowledgeable beyond basic requirements.

As a business, Ocean Road

Landscaping supports its community and local environment by buying locally wherever possible.

It also supports or has supported various schools, childcare centres, and music festivals.

The business has held some customers for more than 15 years and has repeat business in rejuvenating gardens, showing it is the go-to landscaping company in Geelong.

“This award is a fantastic opportunity and reward for our hard work,” Simone Shaw from Ocean Road Landscaping said. “It’s great to have our wonderful team recognised.”

SCORES

Objectives and development	85/100
Marketing strategy	85/100
HR and Training	80/100
Achievements	85/100
Customer Service	85/100
Business Performance	85/100
Sustainability	85/100
TOTAL	590/700



Shell Geelong Refinery

CELEBRATING BUSINESS EXCELLENCE

Congratulations to all Geelong Advertiser Business Excellence Award winners and entrants.

