Message from the mayor

It's been a tough couple of years for businesses across the City of Melton, which is why it was so wonderful to be able to celebrate their worthy achievements at this year's City of Melton Business Excellence Awards.

This, the 14th annual City of Melton Business Excellence Awards, saw significant changes to some of our nomination categories – changes that reflect and respond to the challenges our business community faced since the COVID pandemic first struck in early 2020.

Rather than industry-based awards, this year we recognise the strengths and characteristics that set businesses apart from others – factors like innovation, adaptability, creativity, accessibility, and leadership.

I'm very proud that so many of our local businesses embraced the opportunity to reposition and reimagine how they conduct business in the face of extreme pressure, and not only survived, but in many cases thrived in what have been harrowing circumstances.

This year, we had 21 finalists shortlisted across 10 categories, in what was once again a very competitive field.

I would especially like to congratulate Events 720 for taking out the Business of the Year award. It's a fantastic feat, and very well-deserved.

I would also like to thank the award sponsors, including official media partner, Star Weekly, and principal sponsor, Atherstone Exchange, for helping to make these awards possible.

Congratulations again to our winners, as well as all the finalists. May your businesses continue to thrive within our great city.

Cr Goran Kesic,
Mayor, City of Melton

WINNER

BUSINESS OF THE YEAR

Events 720

Established in 2015, Events 720 has won both the Business of the Year Award and Adaptability Award at the 2021 Melton Business Excellence Awards.

After identifying a gap in the market for the creation of exciting exhibition stands, Events 720 was born and offers complete customised solutions to exhibitors from design to production, delivery to installation. Growing by 80 per cent each year prior to the pandemic, by February 2020 Events 720 had already surpassed its yearly revenue for the previous financial year.

Following a complete blockage of income due to the closure of the events industry from March 2020, Leon Mortimer had to pivot his business to offer Australian-made wooden toys, as well as parklets and dining booths when restrictions began lifting.

With two factories located in Melton, the team of six at Events 720 have completed many projects for local businesses and have participated in a variety of events to prompt community members to start or grow their own businesses.

As a customer service focused business, staff listen to each customer to recommend personalised solutions, using detailed internal processes to ensure each customer is treated at the same high level.

One of the positives that the Events 720 has discovered is that its staff feel more connected than ever to the business. Watching the collapse of the events and exhibition industry was hard for the staff, but the team were always upfront and truthful with each other, while every effort was made to ensure everyone could keep their jobs.

Upon displaying their resilience in moving from one dried up revenue stream to now running four distinguishable income streams, the judges of the 2021 Melton Business Awards believe that Events 720 is not only deserving of the Adaptability Award, but also the council's Business of the Year Award.

Melton Business Excellence Awards

Kool Kidz Ravenhall would like to commend all participants in this year's 'Melton Business Excellence Awards'. Regardless of the outcome, we thank you for bringing your expertise and experience to the day's proceedings. We wish you all the best, now and in the future.

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