Business of the Year Award Winner: HOME INSTEAD GEELONG

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Since its establishment in 2018 by husband and wife team, Giovanni and Giselle, Home Instead Geelong has grown significantly to become one of the region's leading personal care services.

Providing relationship-based personal care and lifestyle services, including assistance with household duties and meal preparation, medication assistance, transport to appointments, shopping and social outings, and care management, Home Instead Geelong provides 24 hour care, seven days a week to clients at their chosen time and location.

The judges deemed Home Instead Geelong to be very deserving of the Business of the Year Award for several reasons. First, the knowledge, expertise and leadership demonstrated by Giovanni and Giselle has pushed the business to experience exponential growth.

In less than three years, Home Instead Geelong has grown to employ over 200 people and delivers more than 12,000 hours of care each month to seniors in the Greater Geelong, Surf Coast and Bellarine Peninsula regions.

Further, the business supports its employees in upskilling through its caregiver learning pathway, caregivers with a Certificate III in Individual Support. Office staff are also provided with a variety of further learning pathways. Not only does this demonstrate a dedication to providing the best and most current knowledge and care to clients, it shows an honorable level of care toward staff.

In addition to supporting and upskilling staff, the innovative techniques and technologies implemented by Home Instead Geelong are both impressive and beneficial. Through the commencement of working with artificial intelligence robots to reduce social isolation concerns for clients receiving relationship-based care, Home Instead is setting the standard of care in the Geelong and surrounding region.

Home Instead Geelong's marketing efforts also impressed judges, with clearly thoughtout strategies working well to drive the business forward, closely supported by a high level of customer engagement and service satisfaction. Financial and risk management has shown clear understanding of the business and industry.

Home Instead Geelong's approach to care has made a world of difference to those receiving care in the region, as well as their families and loved ones.

Emerging Business Award Winner: HOME INSTEAD GEELONG

With customer service and outstanding caregiving at the core of the business, Home Instead Geelong has demonstrated just how much and how quickly small businesses can flourish under the right conditions and strong, confident leadership.

With a solid foundation across the board, judges were deeply impressed by internal processes, staff training, recruitment and sound financial management.

Husband and wife team Giovanni and Giselle have succeeded in every aspect of their business, with all elements of their award application strongly supported and substantiated with fantastic examples, case studies, testimonials and figures.

Providing care to over 650 residents of the Geelong, Surf Coast and Bellarine Peninsula regions, Home Instead has demonstrated that business can be both profitable and purposeful, maintaining its passion for caring and supporting seniors in the community through changing needs and circumstances.

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