Retail Business Award Winner:
YOU'RE GORGEOUS HAIR AND BEAUTY

An established hair and beauty salon in Geelong's central business district, You're Gorgeous offers haircuts, colours and styling, waxing and SHR hair removal, facial and skin services, spray tans, makeup applications, pedicures and massages.

The judges were impressed by the team at You're Gorgeous Hair and Beauty, from combating lockdowns and innovating new skills and processes to the warm and welcoming service they provide to their valued customers.

Particularly impressive was the leadership demonstrated by owner Lee-Anne Camorra, whose remarkable personal resilience and strength, coupled with absolute optimism, have led You're Gorgeous to break into new markets and continue supporting its client base. Encouraging her team with training and upskilling, Lee-Anne has been the glue of the business, bringing the staff together and striving to succeed.

With strategic planning using historical data, You're Gorgeous has been able to make positive growth despite lockdowns, remaining in business and keeping all staff during the pandemic.

Using social media to effectively engage with clients and keep Lee-Anne's business dream alive, You're Gorgeous has implemented the use of data analytics and practice communication strategies to better build on its already extensive knowledge base and the services provided at the salon.

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Customer Service Award Winner:
MUSEUM OF PLAY AND ART (MoPA)

Launched in January 2020 by husband and wife team Tom and Billie, Geelong's Museum of Play and Art, or MoPA, was designed to bring the area's vibrant family community together to engage in a huge range of interactive and artful experiences, all of which are based on foundations of the ultra-modern educational theory of 'play-based learning'.

As the first private children's museum built on the foundations of play-based learning, MoPA offers activities such as immersive storytime cinema experiences, painting a real car, group drumming sessions and climbing inside a gallery wall to 'become the art'. MoPA is an environment designed to provide diverse opportunities for young people to learn and explore.

With over 82,000 local visitors attending the museum in its first year, and more than 56,000 visitors from Melbourne, MoPA has attracted attention of astronomical proportions and is now looking at expanding across Australia.

MoPA is based in one of Geelong's oldest buildings, built in the early 1860s. Implementing a comprehensive strategy to ensure its customer communications system is timely and engaging, MoPA's dedication to maintaining members' engagement impressed the judges this year. Further to this, the deep passion and creative innovation that drives every aspect of the organisation is clearly evident and is wonderful to see.