Helping local businesses succeed

The City of Greater Geelong is a proud supporter of the Geelong Business Excellence Awards again this year. The prestigious awards program recognises clever, creative and resilient businesses. This aligns with the City's shared goal that by 2047, Greater Geelong will be internationally recognised as a clever and creative city-region.

The City's Economic Development team is there to help everyone who wants to start, run or grow a business in Greater Geelong. That's why it has been proudly sponsoring the awards for 12 years, and has been represented on the judging panel for almost as long.

This year, the City is proudly sponsoring the Home-based and Micro Business Award. The award category is open to all businesses that are operating with one to three full time or equivalent employees. Almost two-thirds of Greater Geelong businesses are home-based and micro-businesses.

Geelong businesses are diverse, and so important to the region's culture and economy. Local businesses are proud of the terrific lifestyle we have here in Greater Geelong, their role in creating jobs, and contributing to the community's prosperity.

They share an incredible commitment to doing what they love and do it in a way that brings success to themselves, their employees and the economy. Even though it's been a difficult 19 months, the City and community are still here for local business, and will keep supporting them.

Twelve finalists are in the running to take home the prize. The common themes that stood out in the entries were optimism, courage and creativity. Optimism because business owners continue to provide the best services possible in the hope that tomorrow will be a better day, courage because they continue to forge ahead, and creativity because they've created clever ways to change how they provide goods or services to their customers.

It's never been more important to honour small businesses and highlight how much they mean to the region. It's wonderful to see the local community get behind local businesses and recognise the great work they are doing.

For more information on the City's support for small businesses, visit www.geelongaustralia.com.au/business.

The City of Greater Geelong is extremely supportive of local businesses in the region. (Supplied)