Regional Business Award Winner: ADVENTURE PARK

Sponsored by GARTLAND PROPERTY

As Victoria's biggest water theme park, Adventure Park's mission is to provide easy, fun and entertaining experiences delivered with friendly service.

World class water rides such as the tsunami and tornado, classic theme park rides and a variety of fun activities make Adventure Park the ultimate destination for families and friends to spend their summer days.

Adventure Park impressed the judges with the metrics it pulls and rely on to manage the business, ensuring that demand is met whilst remaining as lean as practical. The business boasts a team of 25 full time staff that grows to 250 employees over the summer and events period (an increase of 900 percent).

Food and beverage staff, guest experience and operations staff, maintenance and administrative staff make guests feel welcome from the moment they enter the gates to the time they wave goodbye. From 2020 to 2021, the park saw over 250,000 visitors from Geelong and surrounding areas, as well as from greater Melbourne and even interstate.

Adventure Park's target audience has been clearly identified, with marketing and media techniques doing well to engage with them, resulting in the park becoming a highly valued and recognised destination for locals and visitors alike.

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Best First Year Entry Winner: TELSTRA BUSINESS TECHNOLOGY CENTRE VICTORIA WEST

Offering IT helpdesk support, cyber security solutions, crucial internal network upgrades (LAN), business-grade wifi, cloud solutions, IT advice and troubleshooting as well as mobile phone services, fixed and mobile internet and phone systems, TBTC Victoria West goes above and beyond the typical services provided by technology solutions businesses.

Purchased and rebranded by directors Craig Kennedy and Jason Farrugia in October 2019, TBTC has demonstrated its capacity to perform and grow despite a challenging set of circumstances. With remote work increasing dramatically due to the pandemic since the business reopening, TBTC has serviced the community proudly by providing remote and on-site workers and businesses with their one-stop-shop IT and telecommunications services.

The judges were impressed by TBTC Victoria West's investment and devotion to a team focus. The independently owned and operated technology solutions centre for business customers offers a wide variety of services to residents of Geelong and the surrounding region.

With an agile approach to diversification of income streams, TBTC has clearly and articulately established their internal passion to provide a high level of customer service and engagement.

Using various reflective methods, the team has been highly engaged and the strong leadership of directors Craig and Jason is assisting in adopting positive change in a challenging environment.

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