



GEELONG BUSINESS EXCELLENCE AWARDS | 2013

28 years of supporting business excellence

RODERICK INSURANCE BROKERS: Lyons Construction Medium Business or Division/Department of a Business award

Roderick leads in a 'great' industry

INSURANCE industry stalwart Keith Roderick has had one job in his long career and he's adamant he's picked remarkably well.

"I get in to work at 7.30am and go home at 8pm. I love what I do and I've always loved it," the managing director of Roderick Insurance Brokers said.

Mr Roderick is celebrating after the business he founded, which boasts offices in central Geelong and

Shepherd. The Rodericks' eldest son, Jai, who lost his life to leukaemia in 2008, used to work shoulder-to-shoulder with them too and remains firmly in their thoughts.

The business, which laid foundation stones more than 26 years ago, has grown to be one of the biggest insurance brokers in regional Victoria.

The team is committed to providing clients with professional advice, superior products and quality service and

'The staff are a big part of this win. They make me look good.'

— KEITH RODERICK

Werribee and a client base of more than 6500, was among the winners at the Geelong Business Excellence Awards. The firm took out the category of Medium Business -16 to 35 employees.

It is also a finalist in the Australian Insurance Industry Awards category of medium broker.

"I'm in my 50th year in insurance and I'm proud to have worked in a great industry all my life and anything that promotes it is great," Mr Roderick said.

"This award is recognition of not only the family I've got working with me but all the staff, some whom have worked with me for a long time. The staff are a big part of this win. They make me look good."

Mr Roderick runs the business with wife Louise, son Wes and daughter Marnie

claims handling expertise. That commitment draws clients from across the state.

"We pride ourselves on giving the right advice and being trusted advisers to our clients," Mr Roderick said.

"Nearly 50 per cent of our business comes from referrals so we must be doing something right."

JUDGES' COMMENTS

They have a great management team within the business, with the business owner and management team sharing a clear vision for the business. Strategic meetings and "One Team" concept has bought staff and management closer together.

FINAL SCORE: 428/500



GOING FOR BROKER: Keith Roderick with daughter Marnie Shepherd, wife Louise, son Wes and fellow employees.



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Roderick Insurance Brokers: Winners of Powercor Geelong Business Excellence Awards (Medium Business)

Right Advice Right Decision

- Business
- Trade
- Construction
- Commercial Motor Vehicle
- Public & Products Liability
- Farm
- Transit
- Club Insurance
- Strata
- Professional Indemnity
- Management Liability
- Personal Insurances

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