

27TH ANNUAL  
Advertiser  
BUSINESS EXCELLENCE  
AWARD  
2012

GEELONG ADVERTISER BUSINESS EXCELLENCE AWARDS 2012

Harwood Andrews Lawyers Family Business Award: Roderick Insurance Brokers

Front to back: Keith Roderick, Rod Payne from Harwood Andrews, Louise Roderick, Marnie Shepherd, Karli Roderick and Wes Roderick.

# A family achievement

KATE JOHNSTONE

FAMILY is at the heart of Roderick Insurance Brokers (RIB). Winner of the Harwood Andrew Lawyers — Family Business Award, RIB is a family business owned and operated by Keith Roderick and his wife Louise. The couple's daughter Marnie, son Wes and his wife, Karli, all play integral roles within the business. Mr Roderick said his son Jai had also been an important part of the dynamic, but sadly died four years ago after suffering leukaemia. "We endured all that stuff you have to do. Jai was a very outgoing

**'A fabulous amount of loyal clients have stuck with us through some tough times.'**  
— KEITH RODERICK

sort of person — he would have loved being there at the awards," Mr Roderick said. "A fabulous amount of loyal clients have stuck with us through some tough times." RIB is an insurance brokerage offering clients professional advice on all general insurance matters. The company celebrated 26 years in the

business this year, with offices in Geelong and Werribee. The business was expanded with three key takeovers in 2000, 2001 and 2005, making RIB the second-biggest broker in Geelong and one of the largest in regional Victoria. "We have built up a dynamic and professional team of 30 staff and aim to provide a happy and fun working environment for our staff in this high-pressure industry," Mr Roderick said. "We have employed more people in the past 12 months and any business today who is not sacking people, but employing, is doing a great job."

## JUDGES' COMMENTS

**This is a family business which supports and values its staff. The business also places enormous value on its clients, now servicing the grandchildren of original clients.**

## SCORES

Objectives and development87/100	
Marketing strategy	87/100
Operations and results	91/100
HR and training	87/100
Customer service	86/100
Overall score	*438/500

Roderick Insurance Brokers:  
Category Winner - Family Business Geelong Advertiser Business Excellence Awards

Roderick

insurance brokers PTY LTD

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FAMILY BUSINESS 2012 WINNER

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