



Hardings Commercial Services – Medium

WINNER: RODERICK INSURANCE  
BROKERS PTY LTD

# Right advice earns reward

INSURANCE industry statesman Keith Roderick is getting used to dusting off his formal duds and attending business award ceremonies.

“I call this the Logies season for Rodericks,” he laughs, tongue firmly in cheek. “The crew here are very keen to enter awards and the black tie is getting worn out.”

The managing director of Roderick Insurance Brokers is fresh from accepting a Powercorp Geelong Business Excellence Awards gong in the category of Hardings Commercial Services – Medium.

It’s the third year in a row the business, which has offices in central Geelong and Werribee, has been honoured at the annual awards.

“Going through this (submission) process for the past three years has been really good,” Keith says.

“I’m excited about the win. It’s a really great reward for all the effort we’ve put in and I’ve got fantastic staff.”

The business is also a finalist in both the Australian Insurance Industry Awards and the Wyndham Business Awards, which hold presentation nights this month.

It also reached nomination stage in the Telstra Victorian Business Awards

in the categories of regional and medium business.

Keith, now in his 51st year in insurance, started his namesake business in 1986.

It has become one of Geelong and regional Victoria’s biggest brokerages, with 27 staff and more than 6500 clients from individuals, small to medium enterprises and large businesses.

Keith works with wife Louise and children Marnie and Wes.

He’s proud to have laid strong foundations for the family-owned brokerage, underpinned by a complete focus on giving clients the correct advice every time.

“Our industry is boring,” he chuckles.

“People can talk to us twice, when they take out insurance and when they make a claim. But our tagline is ‘right advice right decision’. I like to think we get it right, then we fight like hell for our clients to make sure they get what they are entitled to.

“We take responsibility for the advice we give our clients. The proof in the pudding is that nearly 50 per cent of our business comes from client referrals and we’ve got some extremely long associations with clients, some up to 50 years.”



## JUDGES' COMMENTS

“Roderick Insurance Brokers continue to impress with their strong growth and innovative market positioning. They take their corporate responsibility seriously with sponsorship of 36 organisations. It is a family business that continues to examine its operations and place in the market and has an outstanding customer and staff loyalty. The judges enjoyed hearing their achievements.”

FINAL SCORE: 432/500

Keith Roderick, centre, and some of his 27 staff enjoy another awards triumph. Photo: Mitch Bear

## Roderick Insurance Brokers - Your local insurance broker



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