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## **MEDIA RELEASE**

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### **New era for Geelong Business Excellence Awards**

Two Geelong organisations focused on high performance and success have joined forces to write the next chapter in the successful history of the Geelong Business Excellence Awards.

The Geelong Chamber of Commerce today announced Deakin University as the new naming rights sponsor of the Geelong Business Excellence Awards.

The Deakin University Geelong Business Excellence Awards, which enters its 33<sup>rd</sup> year in 2018, will continue to showcase local businesses that epitomise outstanding performance.

Geelong Chamber of Commerce Chief Executive Officer Bernadette Uzelac said she was delighted to enter into an exciting new partnership with Deakin University.

“It’s fitting that this year’s Awards attracted record entries and state-level recognition and we are already planning to build on that success with our new naming rights sponsor Deakin University,” Ms Uzelac said.

“The Deakin University Geelong Business Excellence Awards are the oldest continuously running business awards in Australia and the gala presentation dinner is one of the most anticipated and biggest business events on the city’s calendar every year.

Deakin Vice-Chancellor Professor Jane den Hollander AO said the University was delighted to sponsor the 2018 Awards.

“Deakin is proud to call Geelong home and we are passionate about supporting the communities we serve, especially through driving innovation and productivity,” Professor den Hollander said.

“The University is a key player in the future economic, social and cultural growth of our region, preparing graduates for the jobs and skills of the future while working collaboratively with industry to advance Geelong’s competitive edge.

“Deakin’s sponsorship of these Awards, which celebrate and acknowledge business achievement and innovation, aligns perfectly with these core drivers.”

Entries for the 2018 awards will open in early March with the 2018 gala presentation dinner being held at The Pier Geelong on Thursday 26 July.

Visit the website [www.qbea.com.au](http://www.qbea.com.au) or follow Social Media to stay up-to-date with the Awards process in 2018.