



MEDIA RELEASE

17 August 2017

***** Strictly embargoed for publication until 11.00pm tonight *****

Oishi-m is 2017 Powercor Geelong Business of the Year

Children's fashion label Oishi-m is the toast of the Geelong Business Community after being crowned the 2017 Powercor Geelong Business of the Year.

A capacity crowd of 600 people filled the Pier Geelong last night to see the Torquay-based independent clothing brand receive the accolade at the Powercor Geelong Business Excellence Awards gala presentation dinner.

The Powercor Business of the Year Award was accepted by jubilant Oishi-m owner Miyo Fallshaw and several of her staff.

Oishi-m is a unique clothing range for infants and toddlers that was started in 2005 and is now a flourishing business with a retail store and adjoining head office in Torquay as well as a global e-commerce website.

Chair of the Awards' judging panel Simon Flowers said the story of Oishi-m's success over the past decade was inspiring.

"It shows what an innovative, independently-owned retail business can accomplish against its bigger competitors with a very limited shop front and effectively having six full-time staff," Mr Flowers said.

"The business has built a cult following among their target market and now sells to 37 countries worldwide. They are also very community-minded."

Earlier in the night Oishi-m took out the Roderick Insurance Retail Award for the second straight year.

There were 21 Award winners announced last night.

Long-serving St John of God Geelong Hospital Chief Executive Officer Stephen Roberts was named the Adroit Business Leader of the Year with Jake Munday receiving the accolade as the Deakin University Young Entrepreneur of the Year.

Both Mr Roberts and Mr Munday will now be shortlisted as finalists in the Victorian finals of the prestigious Australian Leadership Excellence Awards in Melbourne on 21 September.

Click [HERE](#) for the full list of the 2017 Awards winners and images are available upon request.

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