

**Company:** Small Businesses of Australia

**Nomination Submitted by:** Annette Densham, Award Writing Specialist

**Company Description:** Award Writing Specialist

**Nomination Category:** Company / Organization Categories

**Nomination Sub Category:** Company of the Year - Hospitality & Leisure - Small

**Nomination Title:** Hurricane's Grill

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

**Total 198 words used.**

The sizzle of a perfectly grilled steak, rich aroma of ribs coated in a signature basting sauce, and the warm, lively hum of a restaurant where families and friends gather to share unforgettable meals. This is the heart of Hurricane's Grill, a place where people and a passion for great food come together to create something extraordinary.

Laura Goldberg, South African turned Aussie, joined the Hurricane's Grill team when she married her husband, a little over 12 years ago. Laura's ability to bring old-school values together with contemporary and smart business practices turned a single family-owned restaurant into an internationally recognised brand, with locations across Australia and beyond, from Dubai to China and Indonesia.

Laura has not only expanded the business but also brought its iconic flavours into homes through their famous rib basting sauce. She has mentored staff, upheld the brand's high standards, and, in the face of adversity, like the devastating fire at their Circular Quay location, helped the business rise again.

She's a respected leader in the hospitality industry. She founded The Sausage Sizzle Company and Women in Cafes and Restaurants, giving restauranteurs and women in hospitality a chance to succeed in a tough industry.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 248 words used.**

Despite the devastating fire and subsequent water damage to our Hurricane's Grill Circular Quay location in late 2023, our busiest and most iconic store, we rallied. We kept our team engaged, maintained communication with our community, and used the time to plan a stronger comeback leading to a 20% growth over the past two years, with over 3,500 customers served each week, an increase of 700 weekly patrons.

Internationally, we've expanded our footprint, opening new franchises across Asia and Middle East, including Dubai, Jakarta and Surabaya, with more in the pipeline for China and Bali.

We introduced advanced technology to streamline operations, including MarketMan for stock management, Mr Yum for order-at-table convenience, and Qclub to allow seamless QR-code payments, for better customer experience, reduced labour costs, cutting waste, and lifting sustainability.

We won the 2023 Small Business Champion Award, a Local Business Award for Sydney CBD, and were finalists in multiple categories for the Restaurant and Catering Awards. Laura was recognised across five major award programs - AusMumpreneur Awards and BX Business xCellence in Hospitality.

We raised \$15,000 through the CEO Sleepout, packed 250 dignity bags for women in crisis, and continued to champion women in hospitality through The Sisterhood. Laura launched a new industry group specifically for women in hospitality, a safe, supportive space where women can share their experiences, build leadership skills, access meaningful mentorship and making changes from within the industry, giving women a stronger voice and a real path to thrive.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 251 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.**

The Australian hospitality industry has been under immense pressure. Rising costs, staffing shortages, burnout, and shifting customer behaviour have become everyday challenges. Many businesses downsized or disappeared. In the midst of this, we lost our busiest and most iconic restaurant to a fire. It could have meant the end of a chapter we'd worked years to build. We didn't retreat. We kept our team employed, maintained connection with our customers, and used that time to reimagine who we are and what we stand for. Hospitality has a high turnover and crisis management as the norm, we chose care, stability, and long-term thinking to position us for growth when others are still recovering.

We expanded our brand into new global markets, proving an independent Australian hospitality business can thrive internationally. This isn't common. Most businesses in our space stay local or get diluted through licensing. We've stayed hands-on, maintaining the heart of our offering while scaling outward.

Hospitality is still a space where women dominate the floor but are rarely found at the table where decisions are made. Too many women work in silence, holding restaurants together while being overlooked, underpaid, and burned out. Speaking up often comes with consequences, so many don't. That's why founding The Sisterhood of Women in Hospitality mattered, giving women a space to be heard, supported, and seen. It created something this industry has needed for a long time, a place where leadership is shared and nurtured, not just handed to the loudest voice in the room.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 199 words used.**

Hurricanes Grill is a cultural icon. With over 1,700 glowing Google reviews, 200+ TripAdvisor reviews, and 16,000+ Facebook followers, it's clear the public can't get enough. The press agrees: we've been regularly featured as one of Australia's best restaurants, crowned in the Top 10 ribs of 2023, and celebrated as one of the Gold Coast's best steakhouses in 2024.

We've got the accolades, including a 2023 Eat Drink Design Awards shortlist for Best Restaurant Design, and we've got the star power. Celebrities love us, and we've even had the honour of meeting the Duchess of York. That's not just hospitality; that's high society.

Our impact spans continents – from opening new stores in 2023 and conquering Cronulla's top bars list for 2024, to making our mark in the Middle East and expanding into Jakarta, our growth is headline-worthy (and often is, with media covering our empire-building efforts). Not even a devastating fire could stop us – it nearly brought us to our knees, but instead became another chapter in our comeback story.

Even state tourism bodies (Sydney.com and Queensland.com) back us, and when government sites start promoting your brand, you know you've hit icon status.

## Attachments/Videos/Links:

[Hurricane's Grill](#)



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