

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 - Consumer Services - Small

Nomination Title: Aquashield Bathrooms

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 182 words used.

Founded over eight years ago, Aquashield Bathrooms has grown from a small start-up into a thriving property maintenance business that specialises in waterproofing, re-grouting, sealing, and comprehensive bathroom repairs. Based in the Greater Springfield area in Queensland, we've built a strong reputation for excellence, professionalism, and personalised service. It now services over 8,500 clients and collaborates with more than 670 real estate agents across Brisbane.

Our growth has been remarkable, doubling its revenue in the past year to reach \$2.4 million and completing more than 900 bathroom projects annually. A key innovation was the adoption of the German-engineered Wedi waterproofing system, enabling our team to provide a 20-year warranty and significantly enhances service efficiency and reliability.

We've shown exceptional resilience, overcoming internal challenges such as the sudden departure of a founding partner. We came together to uphold their service standards and protect client trust. Our team's ongoing commitment to team development, client feedback, and community involvement supports their continued success. Initiatives like personalised video assessments, a real estate referral program, and strong local sponsorships reflect our values and customer-first philosophy.

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 239 words used.

Over the past two years, we've doubled our revenue from \$1.2 million to \$2.4 million, expanded our client base to over 8,500 customers, and completed nearly 900 bathroom projects in just one year. One of our proudest moments was reaching a record of 101 bathroom repairs in a single month, which shows how far our team has come in terms of efficiency and capacity.

We introduced the Wedi waterproofing system into our services, allowing us to offer a 20-year warranty and faster turnaround times. To make this possible, our entire team completed professional training with experts from Germany. This shift has lifted the quality and durability of our work even further.

Last year also brought one of our biggest challenges. When my business partner left suddenly, it felt like the ground shifted beneath us. I had to step up, lean on my team, and keep everything going. We stuck to our promise of responding to clients within 24 hours and never compromised on service. The feedback we received during that time showed me just how strong and committed our team is.

We also focused heavily on staff development. Several team members earned formal qualifications and completed leadership training. On top of this, we supported our community through sponsorships, free services, and local events.

Now we are preparing to expand to Adelaide and launch a coaching program to help other tradies deliver service that genuinely stands out.

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 225 words used.

In a trades industry where customer complaints are common and trust is low, we've built a service model that flips the stereotype. The construction and maintenance sector in Australia has one of the highest complaint rates, with waterproofing defects alone accounting for over 80% of major building issues in new homes. Against this backdrop, our 20-year warranty using the Wedi system is a standout, especially considering the national minimum is 6.5 years. Very few in our field have made this shift due to cost and training requirements, yet we've trained our entire team and now complete faster, higher-quality repairs with fewer call-backs.

While over 2,685 building businesses went into administration last year, we achieved 100% business continuity, doubled revenue, and completed 900 bathrooms, a 200% increase from our 2020 volume. Our ability to scale without sacrificing service is rare in this space.

Our real estate referral network includes 670 active agents across Brisbane, one of the largest for a specialist trade service. By contrast, many competitors rely on general advertising and lack ongoing agent relationships. Our personalised video assessments have become a game-changer, saving agents hours of communication and improving approval turnaround times for maintenance requests.

Customer retention is another key differentiator. More than 70% of our new jobs come from repeat clients or direct referrals. That's almost unheard of in our niche.

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 208 words used.

The Aquashield Bathrooms Support Document outlines the core systems, culture, and customer experience strategies that have underpinned our growth. This includes visual examples of our branded client folders, "Hi to Buy" customer journey flowchart, and photos of our real-time feedback tools, which show how we capture and act on client satisfaction in a structured and consistent way.

We've also included screenshots and testimonials from Google and client feedback forms that demonstrate the consistency of our five-star reviews and glowing referrals. These comments are not cherry-picked—they are representative of hundreds of satisfied clients, including real estate agents, homeowners, and tenants. Testimonials from clients such as Karen Wakely, Kim from Raceview, and Liz from Bray Park highlight our responsiveness, professionalism, and standout service quality.

The submitted award entry document outlines quantitative growth data including revenue, client numbers, and project completion volume. These figures are substantiated by internal reporting systems (Aroflo data and customer service metrics), not estimations. Our 900+ bathroom projects in the past year and real estate network of 670 agents are all documented in our CRM system and reflected in daily operations.

We've referenced training completion certificates and leadership development initiatives for our team, supported by training partnerships and course outlines from Master Builders, Wedi, and Protrade United.

Attachments/Videos/Links:

[Aquashield Bathrooms](#)

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