

**Company:** Green Door Co, Sydney, NSW

**Company Description:** PR FIRM ENTERING MULTIPLE CLIENTS

**Nomination Category:** Individual Awards Categories

**Nomination Sub Category:** Female Executive of the Year – Consumer Products –10 or Less Employees

**Nomination Title:** Fiddes Australia



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (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 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. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

**Total 196 words used.**

Tracie Astin is the founder and CEO of Fiddes Australia, the exclusive importer and distributor of Fiddes timber finishing products, manufactured by the fourth-generation family business Fiddes and Sons in Wales, UK. Headquartered in Melbourne with stockists across Australia and New Zealand, Fiddes Australia supplies both industry professionals and DIY consumers with high-quality, easy-to-apply products including tinted hard wax oils, decking oils, nitro and water-based stains, floor cleaners, and filler gels.

Under Tracie's leadership, Fiddes Australia has grown from a trade-focused business into a nationally recognised brand. Early success with flooring professionals laid the foundation for expansion into the retail market in 2021, with products now available through major retailers such as Mitre10. In 2022, the company launched a digital storefront to meet rising demand from online consumers. In 2024, Tracie's husband joined as CFO, making Fiddes Australia a wholly and proudly family-owned business.

As one of the few female-owned suppliers operating across Australia and New Zealand, Tracie is a passionate advocate for increasing female representation across the sector. This year, she will host an International Women's Day event on behalf of the Australasian Timber Flooring Association (ATFA), celebrating the contributions of women in the industry.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

Over the past two years, Fiddes Australia has flourished.

#### **Business Growth**

- o [REDACTED FOR PUBLICATION] new distributors in 2024, bringing us to [REDACTED FOR PUBLICATION] distributors in total, more than 50% growth YOY.
- o Now available to Click and Collect via Mitre10 and Home Hardware, exposing us to 600+ stores nationwide.
- o 2024 was our first year surpassing [REDACTED FOR PUBLICATION] in revenue. We saw 11% growth YOY.
- o Our e-commerce store's gross sales grew more than 7% YOY.
- o 2019-2023 saw consistent 15%+ growth in revenue each year.

#### **Staff**

We have internally promoted three of our staff in the last two years. In 2024 we hired two new staff, a new Warehouse Assistant, and a Business Development Manager - QLD & WA, and in January 2025, our CEO Tracie's husband came on board as our new CFO.

#### **Technology**

In 2024 we implemented a new CRM system called Prospect and an inventory system, Unleashed Inventory. These have unlocked powerful customer insights enabling us to begin selling our products across Amazon and eBay as the inventory system can handle incoming orders through different channels.

#### **Recognition**

Our success has been recognised widely, winning several awards including the 2024 Small Business Champion Awards in Home & Garden Improvement, 2024 Australian Business Awards in Product Innovation, 2024 International Business Awards in Company of the Year, Small - Materials & Construction and 2024 Stevie Awards for Women in Business in Company of the Year, Small - Consumer Products. CEO Tracie Astin is also the Vice President of the Board of the Australasian Timber Flooring Association.

5. 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):

6. 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 nominee's past performance (up to 250 words):

**Total 234 words used.**

At Fiddes Australia, we pride ourselves on our customer-centric approach, reflected in our 4.9-star Google rating (from 64 reviews), well above any competitor. As the exclusive distributor of Fiddes brand products across Australia and New Zealand, we've built a reputation for quality that matches the long-standing heritage of the brand.

A key part of our success lies in the values-led leadership of CEO Tracie, whose presence as a female executive in a traditionally male-dominated industry is quietly but powerfully reshaping expectations. She has built a workplace culture where women feel safe and supported, leading to strong female representation across the team.

Under Tracie's guidance, we've expanded successfully into both retail and trade markets. Our innovative marketing and product development strategies have been key drivers of profitability, supporting our vision to build a brand as recognisable in Australia as Dulux or Cabot's. Much of Fiddes Australia's growth can be attributed to our non-traditional mindset and market responsiveness. For example, our Universal Decking Oil, developed in collaboration with Fiddes UK specifically for the Australian climate, was so successful it was adopted globally.

Our strategic expansion into both retail and trade markets, combined with investment in digital platforms, has driven strong growth both in-store and online. By continually expanding and innovating the Fiddes Australia range, we're diversifying revenue streams and building a more resilient business that's redefining what's possible in the traditional DIY and professional markets.

#### **Attachments/Videos/Links:**

[Fiddes Australia](#)



[REDACTED FOR PUBLICATION]