

Company: Green Door Co, Sydney, NSW

Company Description: PR FIRM ENTERING MULTIPLE CLIENTS

Nomination Category: Individual Awards Categories

Nomination Sub Category: Most Innovative Woman of the Year - Manufacturing

Nomination Title: Derelle Mitchell founder and Managing Director of Health Focus Manufacturers



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 184 words used.

Derelle Mitchell is the founder and Managing Director of Health Focus Manufacturers, a multi-award-winning Australian contract manufacturer producing high-end cosmeceuticals, skincare, haircare, body care, tanning, and pet care products for leading brands. With an annual turnover exceeding [REDACTED FOR PUBLICATION], Derelle has spent more than a decade 'manufacturing greatness' for businesses across the globe.

In 2011, Derelle purchased the assets of a closing cosmetics manufacturer and began rebuilding from the ground up, with just three staff and a converted office space serving as a lab. Today, Health Focus Manufacturers is a thriving, eco-conscious business known for quality, innovation and integrity.

Operating in a traditionally male-dominated sector, Derelle has established a proudly women-led business, with female leadership and technical talent represented across all levels of the organisation. She is a passionate advocate for women in manufacturing, for keeping production onshore, and for embedding sustainability at the heart of business.

Since 2018, Derelle has led the company's shift toward ethical and environmentally responsible operations. In 2023, Health Focus Manufacturers achieved 100% carbon-neutral status, becoming Australia's largest net zero cosmetics manufacturer and a recognised leader in sustainable manufacturing.

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.

Since Derelle's integration of sustainability into daily operations, Health Focus Manufacturers has gone from strength to strength, unequivocally demonstrating that companies can embrace sustainable practices without sacrificing profitability.

- We've achieved 20% YOY revenue growth since 2023 and new product development has increased by 30%
- We're forecasting \$[REDACTED FOR PUBLICATION] revenue for 2025
- Our client base has grown to 100, ranging from [REDACTED FOR PUBLICATION]
- To support this growth, our team has expanded from 45 to 60+ in the last year
- Client retention remains strong at nearly 100% with significant referral growth
- 70% of our clients have now initiated a shift towards more sustainable manufacturing

We've also:

- Achieved 100% carbon-neutral status
- Offset over 445 tonnes of CO2, planted over 2,537 trees
- Partnered with Greenfleet supporting local reforestation projects
- Installed 108 solar panels generating 22% of our energy
- Installed a water-efficient parts-washing machine
- Partnered with Terracycle to recycle complex disposable items
- Recycled 100% of our cardboard through Sydney Paper Mill
- Reused or repurposed all timber pallets
- Pursued TGA and ISO 4001 certifications

We're a Certified Great Place to Work and proud recipients of several prestigious awards. This year, we have already taken home five Gold and one Silver at the Noble Awards. In 2024, we won the Women in Industry Awards (Woman of the Year and Excellence in Manufacturing), the Australian Enterprise Award, and were finalists in the Banksia National Sustainability Awards. In 2023, we were named Company of the Year and won the People's Choice Award at the International Business Awards.

5. 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 231 words used.

Derelle has built Health Focus Manufacturers into one of Australia's few contract manufacturers with sustainability at the core of our business, helping attract like-minded, eco-conscious clients responding to growing consumer demand for more sustainable products. As Australia's largest carbon-neutral cosmetic manufacturer, we've inspired over 150 brands globally to adopt eco-friendly solutions, driving industry-wide shifts toward ethical production.

As a women-led business, we are unique in an industry that tends to be male-dominated. And we walk the talk in our hiring practices, too. Our Managing Director, Supply Chain Manager, Quality Assurance Manager, Customer Services Manager, Lead Formulation Chemists, Production Supervisor, and Compounder are all female.

Derelle is deeply committed to growing local manufacturing capability and advocating for women in the field, dedicating her efforts to supporting and progressing these important areas. Recently, Derelle was invited to sit on an advisory group for the Moreton Bay Region and the University of the Sunshine Coast committee.

True leadership is about pioneering change and setting a standard for others to follow. HFM's initiatives, as the realisation of Derelle's sustainability vision, are more than just a response to an industry trend; they disrupt the status quo. We've developed an innovative approach to sustainability that intertwines profitable business practices with modern, eco-conscious solutions. We hope to see our innovations become standard practice, inspiring a generation of businesses to prioritise the health of the planet and its people.

6. 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):

Attachments/Videos/Links:

[Derelle Mitchell founder and Managing Director of Health Focus Manufacturers](#)

[REDACTED FOR PUBLICATION]