



**2026 Awards (2026)**

Employer of Choice - 21 Employees and Over (Region: Far South Coast)

# Business NSW - Employer of Choice (21 Employees and Over)



RrGMnEeg

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## Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association

Is your business classified as a not for profit?	No
Main office address:	Level 7, 8 chifley Square
Suburb:	Sydney
Postcode:	2000
Business trading commencement date:	2021-01-06
Number of employees:	50 to 99
What is the main industry your business operates in?	Health Care and Social Assistance
Is your business primarily business to business or business to consumer?	Business to Consumer

Describe your business, product/service you offer to the market or industry

Business NSW is Central Coast's only locally owned community care organisation. With 39 years of experience, delivering high-quality, client-focused care. As Australia's only ISO27001-certified community care provider, we specialise in aged care, disability support & complex clinical care in homes & communities. Our wellness & reablement framework supports clients in maintaining independence, achieving personal goals & remaining community-engaged. We serve older Australians, people with disabilities, Aboriginal & Torres Strait Islander peoples, culturally diverse communities & veterans through culturally safe, inclusive care. Our interdisciplinary team of registered nurses, coordinators & support workers delivers tailored, evidence-based support to meet individual needs while maintaining deep community connections.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

### PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo. Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

### PROMOTIONAL IMAGE 1

# BUSINESS NSW

[Download \(19 KiB download\)](#)

## PROMOTIONAL IMAGE 2

# BUSINESS NSW

[Download \(19 KiB download\)](#)

Full name: Business NSW

Position: Test Entry

Email: [test@businessnsw.com](mailto:test@businessnsw.com)

Phone: +61416456784

The business has been trading/ operating for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry. ✓

A representative of this business has not been a judge in this category in 2025. ✓

A representative of this business is not a judge in the 2026 Business Awards program. ✓

This business has 21 employees or more on the payroll in Australia at the time of entry ✓

## Employer of Choice

What are the initiatives you have undertaken to develop a positive workplace culture within your business?

Over the past year, Business NSW has successfully implemented workplace culture initiatives, achieving 95% staff retention & improving our existing ISO27001 certification for better cybersecurity & digital confidence. We introduced phishing simulation programs & Mobile Device Management for staff iPads. This strengthened our culture of cybersecurity awareness, boosting our teams confidence in an increasingly digital landscape. These initiatives cut phishing susceptibility by 80% & provided our team with essential cybersecurity knowledge for professional growth.

We implemented AI training for our administrative & clinical teams, improving assessment accuracy & resource use. This allows staff to spend more time on direct client care while maintaining documentation standards. Recognising our predominantly female workforce (60% aged 45+), we introduced fully-funded naturopath services & personalised

supplement programs, resulting in 30% reduction in sick leave. Our progressive menopause & peri-menopause support program provides funded workshop/seminar attendance, flexible work arrangements, & cognitive support, creating stigma-free environments where staff thrive personally & professionally. We launched a comprehensive Employee Assistance Program, providing 24/7 access to counselling support & mental health resources. Our "Business NSW Hearing Champion" initiative established a dedicated staff role, achieving remarkable results by reducing client hearing aid non-compliance from 50% to 30%.

This 20% improvement significantly enhanced communication between staff & clients, reducing workplace frustrations while creating more rewarding care interactions. Notably, two of our staff wear hearing aids, bringing personal insight to this initiative & demonstrating our commitment to inclusive workplace practices. We implemented direct communication protocols, ensuring that staff calling the office immediately speak to administration team members & avoiding automated barriers to quick support. Our expanded drop-in events include Cultural Food Days, Mental Health Awareness activities, & diversity celebrations, strengthening connections across our workforce of 87 employees, with 25% identifying as Aboriginal & Torres Strait Islander peoples. Our community engagement initiatives have fostered team spirit through charity fundraising events, raising money for Coast Hands & collecting goods for Share the Dignity.

These staff-led initiatives demonstrate our collective commitment to community support while strengthening workplace bonds. We enhanced staff competency through data classification training & power outage preparedness evaluations, as this regularly impacts the livability & safety outcomes of vulnerable clients. Our above-award wage structure for Administration, Clinical, & selected Support Worker roles, combined with predictable rosters & work-from-home flexibility, creates genuine job security. These initiatives have improved client satisfaction scores & reduced recruitment costs by 40%. Staff feedback surveys show 98% satisfaction with workplace culture improvements, with employees feeling "valued, heard, & professionally empowered," positioning Business NSW as the region's preferred healthcare employer.

Describe how your business adopts inclusive practices and recognises the needs of a diverse workforce, including examples.

Business NSW has implemented comprehensive, inclusive practices to support our diverse workforce of 87 employees. Resulting in 95% staff retention & 30% reduction in sick leave while maintaining Australia's only community care provider ISO27001 certification. Recognising that 60% of our workforce are women aged 45+, we implemented Australia's most progressive peri-menopause & menopause support program. When 11 highly skilled senior staff were experiencing severe symptoms, including brain fog & fatigue, affecting their work confidence & potentially critically affecting our business as they started to consider part-time or retirement options, we responded with flexible scheduling, cognitive support, fully funded workshops, & naturopath access. A staff member said, "Finally, someone understands what we're going through—I feel supported, not judged." This intervention helped us retain all employees at full capacity. Our culturally diverse workforce includes 25% identifying as Aboriginal & Torres Strait Islanders & employees from Greek, Dutch, Malaysian, Indian, Italian, Maltese, Irish, Columbian & Maori backgrounds.

We offer a Greek & Italian interpreter on staff 4 days weekly to support clear communication. Cultural Food Days create powerful inclusion events where staff share traditional recipes & stories, staff describing this as "a workplace family that celebrates our differences." Our workforce includes individuals with dyslexia, neurodevelopmental disorders, & acquired brain injuries, & we provide tailored support to help with career development. This year, we achieved a 100% retention rate for employees with disabilities. For example, we hired a support worker with dyslexia & provided specialised rostering software, paired this employee with a mentor, & helped them become one of our highest-performing team members. 2 staff members with hearing disabilities bring personal insight to our hearing aid compliance initiative, improving client compliance by 20%. Our age-diverse workforce spans 25 - 80 years, with 48 staff aged 50+. An example of our reverse mentoring programs is that we pair younger admin staff with senior clinical staff, teaching digital skills while experienced nurses share healthcare knowledge.

This has increased technology adoption by 40% among senior staff while accelerating clinical competency in younger employees. We've adopted gender-neutral language & implemented our Modern Slavery Policy, demonstrating ethical leadership beyond compliance. Our "Wisdom & Wellbeing" Employee Assistance Program

provides 24/7 counselling & financial assistance for single parents during emergencies. Inclusive recruitment features bias-free job descriptions, diverse interview panels with cultural interpreters, virtual accessibility, & partnerships with Aboriginal employment services & disability advocacy groups. These initiatives increased male representation by 25%, reduced recruitment costs by 40%, & has improved client satisfaction scores, positioning Business NSW as the region's most inclusive healthcare employer.

Excluding business growth or expansion, what percentage of staff turnover has your business experienced in the past 12 months and what are the reasons for this turnover?

Business NSW has experienced an exceptionally low staff turnover rate of just 5% in the past year, significantly below the Australian community healthcare sector average of 22-25% (Australian Institute of Health and Welfare, 2024).

Of our 87-person workforce, only 4 staff members left the organisation. 2 long-serving employees aged 68 and 72 chose retirement after decades of service, expressing gratitude for Business NSW's age-inclusive policies. One retiree noted: "Business NSW made it possible for me to work on my terms until I was ready to stop." One registered nurse relocated interstate for family reasons, specifically requesting a reference highlighting our workplace culture and expressing regret at leaving for purely geographical reasons. One support worker left to pursue university nursing studies, a decision we actively supported through flexible arrangements. She credited Business NSW's mentorship programs within spurring her career progression.

Exit interviews confirmed that all departures were for positive personal reasons, with 100% of departing staff expressing satisfaction with their Business NSW experience and willingness to recommend us as an employer.

Our exceptional retention rate reflects successful initiatives implemented over the past year: comprehensive well-being programs, Employee Assistance Program & Wellness App, including naturopath access resulting in a 30% reduction in sick leave, progressive menopause support for our predominantly female workforce (60% aged over 45), flexible work arrangements accommodating diverse life circumstances, above-award wages for key roles, and cultural inclusivity programs supporting our diverse workforce of 25% Aboriginal and Torres Strait Islander staff and multicultural team members.

This 5% turnover rate delivered significant business benefits: reduced recruitment costs by approximately 40%, maintained continuity of client relationships and care quality, preserved institutional knowledge, and enhanced team stability. Our analysis demonstrates that when staff do leave, it's for positive life transitions rather than workplace dissatisfaction, positioning ANSC for continued growth with a stable, experienced workforce driving exceptional client outcomes.

How does your business empower its workforce to develop their skills, contribute to a positive workplace culture and deepen their engagement with the business and the community?

Business NSW empowers our workforce through a transformative 3-pillar approach: Skills Ownership, Culture Co-creation, & Community Leadership. This has resulted in staff driving innovation rather than participating in programs.

Our skills development philosophy focuses on employee-directed learning pathways. For example, when registered nurse Patricia expressed interest in wound care specialisation, we didn't just send her to training—we empowered her to design a comprehensive wound management program that has reduced healing times by 35% across our client base. Similarly, one of our support workers, David, identified gaps in male client engagement. We empowered him to develop specialised programs for veteran clients, resulting in a 40% increase in male service uptake. We've established internal "skill champions" where staff become organisational experts in areas they're passionate about, from diabetes management to mental health first aid. This approach has created 12 specialised skill leaders this year, each driving improvements in their chosen field.

Our culture creation empowers staff as active architects of workplace experience. Rather than top-down culture initiatives, our employees lead change through self-formed committees. Our "Workplace Wellness Warriors" emerged when staff identified stress management needs, which led to the creation of peer support networks & the organisation of mindfulness sessions during breaks.

The "Innovation Squad," formed by our younger employees, introduced digital improvements, including AI training, a

staff app for shift swapping & client updates, saving 15 hours weekly in administrative tasks. When our multicultural staff wanted to share their heritage, they established "Cultural Ambassadors" who now lead education sessions about diverse care practices, improving our cultural competency scores by 50%.

Community engagement reflects our belief that empowered employees become community leaders. e.g, staffmember Angela initiated partnerships with local schools & will implement health education for approximately 500 students annually. Our team established the "Allcare Cares" volunteer program, where employees organise community events during their own time, from aged care facility visits to environmental cleanup days. When frequent storm & flood-related power outages affected our region, staff independently coordinated relief efforts, demonstrating initiative far beyond their job descriptions.

The impact is remarkable - employee-led innovations have improved client satisfaction by 45%, reduced operational costs by 20%, & created new service offerings that generated additional revenue. Staff describe feeling "trusted to lead change" & "valued as problem-solvers, not just task-followers." Our approach proves that genuine empowerment—giving employees ownership over their development, culture creation, & community impact—creates exceptional business outcomes while fostering deep engagement & personal fulfilment

Provide measurable evidence that demonstrates how these initiatives make you an employer of choice.

Business NSW's measurable evidence demonstrates exceptional performance as an employer of choice, creating a competitive advantage that attracts top talent in the challenging healthcare recruitment market. Our industry-leading 5% annual turnover rate, dramatically below the Australian community healthcare sector average of 22-25%, proves our ability to retain skilled professionals when competitors struggle with staffing shortages. This retention excellence reflects notable diversity metrics, with 100% retention of employees with disabilities & no departures due to workplace dissatisfaction among our 87-person workforce. Exit interviews revealed that all 4 departing staff expressed complete satisfaction & willingness to recommend Business NSW, with one retiree noting, "Business NSW made it possible for me to work on my terms until I was ready to stop." Our team consists of 25% Aboriginal & Torres Strait Islander employees, alongside individuals from Greek, Dutch, Malaysian, Indian, Italian, Maltese, Irish, Colombian & Maori backgrounds.

With staff identifying as LGBTQI+, individuals with disabilities, & an age-diverse workforce ranging from 25-80 years. Our innovative wellness initiatives deliver quantifiable health improvements that directly impact productivity. The naturopath services & personalised supplement programs resulted in a 30% reduction in staff sick leave over 12 months, creating substantial cost savings while improving workplace morale. This wellness-focused approach gives us a distinct recruitment advantage over traditional healthcare employers. As Australia's only community care provider certified to ISO27001, we are positioned as the premium employer for professionals seeking cutting-edge workplace standards. This certification & implementation plan has enhanced staff capabilities, with cyber security education reducing phishing susceptibility by 80% while achieving 100% compliance with security protocols. Such professional development opportunities make Business NSW attractive to career-focused candidates. Our hearing loss initiative demonstrates how employee empowerment creates measurable outcomes.

Staff-led efforts reduced client hearing aid non-compliance from 50% to 30%, improving workplace communication & job satisfaction. Technology adoption among senior staff improved by 40% through reverse mentoring programs, showcasing our intergenerational collaborative culture. Financial performance indicators reinforce our sustainability as an employer of choice. Initiatives have reduced recruitment costs by 40% while achieving a 12% financial viability increase, ensuring long-term job security & continued investment in staff benefits. Annual employee surveys show 98% satisfaction with workplace culture improvements, with staff describing feeling "valued, heard, and professionally empowered." These measurable outcomes demonstrate our brand and reputation as a locally owned Central Coast preferred healthcare employer. We offer prospective employees a proven track record of workplace excellence, opportunities for professional development, and a supportive environment where individual careers and organisational success can flourish together.

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# **BUSINESS NSW**