



## MEDIA RELEASE

IMMEDIATE

# Serena Giudice named WoodSolutions National Young Builder of the Year.

*West Australian builder Serena Giudice has been named the WoodSolutions National Young Builder of the Year at Master Builders Australia's 2014 National Excellence in Building and Construction Awards.*

Held at the Great Hall, Parliament House, Canberra, on 21 November, the MBA's annual awards celebrate excellence. WoodSolutions has sponsored the National Young Builder of the Year Award for 5 years to encourage the next generation of leaders in the building and construction industries.

Eileen Newbury, Marketing and Communications Manager at Forest and Wood Products Australia says the WoodSolutions award "celebrates young business people who demonstrate exceptional commitment to high safety standards, ethical conduct, quality workmanship, sound business management and high levels of customer satisfaction – all qualities you want to encourage in businesses".

Senator the Hon Michaelia Cash, Minister Assisting the Prime Minister for Women, and Eileen Newbury jointly presented the award to Serena. Eileen adds "A woman taking this award for the first time illustrates the increasing opportunities this sector presents for all Australians".

Serena Giudice manages Geraldton Homes, a family-owned business founded by her late father, Kevin, and mother, Olga, in 1985. Since joining the business in 1999 and becoming a registered builder, Serena has taken the business from strength to strength. She was awarded the Ric New Medal for Excellence Award in 2009, acknowledging her outstanding "potential, innovation, creativity and entrepreneurial flair". She joined the committee of the MBA Mid-West Branch in 2008, and has served as Chairperson since 2012. Serena also volunteers her time to mentor building and construction apprentices and is passionate about improving housing affordability.

### **For more information, please contact:**

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**Image:**



*Left - Eileen Newbury, Marketing and Communications Manager, FWPA*

*Middle - Serena Giudice, National Young Builder of the Year 2014*

*Right - Senator the Hon. Michaelia Cash, Minister Assisting the Prime Minister for Women*

**About WoodSolutions™ & Forest and Wood Products Australia Limited (FWPA)**

WoodSolutions™ is managed by FWPA and supported by companies and organisations in the Australian forest and wood products industry.

FWPA is the forestry and wood industry's service provider, investing in research and development, and providing research results to the forest and wood products industry in Australia. FWPA aims to improve the competitiveness and sustainability of the Australian forest and wood products industry through innovation, and investment in effective and relevant R&D. FWPA undertakes industry-level activities where a collective approach can deliver more effective and valuable commercial outcomes than individual action.