

Media Release



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MASTER BUILDERS
A U S T R A L I A

WA Women Named Australian Young Builder Of The Year

Serena Guidice, a young WA builder was named National Young Builder of the Year at the National Building and Construction Awards last night.

Serena is the first ever woman to win this recognition in the building industry.

WA Senator and the Minister Assisting the Prime Minister for Women was on hand to present the Award which she hailed as a breakthrough for women in the traditionally male dominated industry.

Serena is Director of Geraldton Homes, a role took on after her father, who was an inspiration to her, sadly passed away a few years ago.

“Serena’s journey to being the first ever female Australian Young Builder of the Year is an absolutely inspiring one,” Wilhelm Harnisch CEO of Master Builders Australia said.

“Serena has overcome enormous challenges to claim her place among the best and brightest in the building and construction industry,”

“She has overcome personal loss to, through sheer talent and determination to become both a successful woman and respected leader in a male dominated industry,” he said

“A registered builder since 2009, Serena has built on her father’s legacy to take her business from strength to strength. Geraldton homes has an exemplary reputation for producing outstanding outcomes for clients in both quality of workmanship and value for money,” Wilhelm Harnisch said.

“Serena has also ensured her firm lives and breathes an absolute commitment to safety on building sites,”

Executive Director of Master Builders Western Australian Branch Michael McLean said, “Serena’s ability, integrity and honesty means she has already become a leader in the state’s building industry. She is currently Chair of Master Builders WA’s Northwest Branch and there are undoubtedly greater leadership roles ahead of her.”

There was \$237.3 billion worth of work done by the construction industry in 2014, which as the nation’s third largest employer employs more than 1 million people.

“Serena’s entrepreneurial flair in addition to her proven excellence ability as a builder means the future of this vital industry is in great hands,” Wilhelm Harnisch said.

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