



THE HOMESTEAD HUB

Bush Telegraph

EDITION #1

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## WELCOME

to the first newsletter for The Homestead Hub

Thank you for 'opting in' for our news and a huge thank you to our 44 suppliers who have come on board and listed with The Homestead Hub since we officially launched 1st December 2020. I am grateful for the mammoth leap of faith you have taken with me.

This newsletter is a quarterly publication sharing the stories of our business community of suppliers, promoting regional events, and celebrating rural, regional and remote Australia. I'm excited to introduce you to our "Hubbers" and we'll be profiling a Top of the Range listed supplier in each newsletter edition – with Anna Brown Recruitment, New South Wales (NSW), our first feature story to kick this off.

I'm Felicity or Flic as I'm better known throughout regional Australia and some probably know me as the milliner on the move and small business owner of Hats by Felicity.

I'm originally from Rylstone, NSW and since 1995 I've called the Kimberley, Western Australia (WA) my home, settling in Broome. I've spent the majority of life immersed in rural, regional and remote Australia and own so much energy, respect and heart for the country, and the people of 'the bush'.

Why start The Homestead Hub? Well, forever, I have been a connector – linking people with people, businesses, products, services, resources and events. I'm always getting the call from frustrated friends, throwing the web to the wind and opting to 'phone a friend' for the answer, so it became obvious to me that we needed a more specific search engine for regional Australia – a platform that lists suppliers who understand the wants and needs of their customers from rural and regional Australia, providing a stress-free search experience for customers without the noise and frustration of the wider web.

It's with huge pride that I introduce you to The Homestead Hub, and welcome you to the story as we grow into our vision of being the go-to Hub for regional Australians to find what you are looking for.

Cheers & see you in there, *Felicity x*

## UPCOMING REGIONAL EVENTS

### PRIDE TIDE GIN LAUNCH PARTY

Saturday 13th February



### WOMEN'S LEADERSHIP FORUM

Wednesday 10th March



### BROOME TURF CLUB 2021 RACE SEASON

Starts Saturday 29th May



DO YOU HAVE AN  
UPCOMING EVENT  
THAT YOU'D LIKE TO LIST?

CLICK HERE TO  
CONTACT US TODAY!



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Connecting Rural and Regional Australia

[www.thehomesteadhub.com.au](http://www.thehomesteadhub.com.au)







## FEATURE SUPPLIER PROFILE

# ANNA BROWN RECRUITMENT

### *For all rural and regional employment needs*

One of the biggest challenges for rural and regional recruitment is finding appropriate, high-quality applicants: 'If rural recruitment was easy I'd have no clients!' says Anna Brown, owner of Anna Brown Recruitment.

A country girl, Anna grew up in Cunnamulla, Queensland. She began her education with Charleville School of the Air and finished in Sydney as a boarder at Loreto Normanhurst.

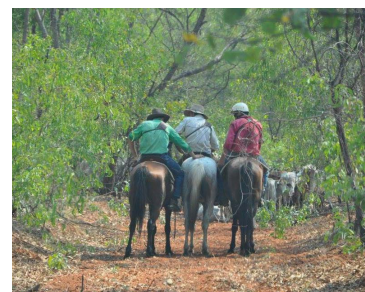
The Anna Brown Recruitment journey began more than 16 years ago when Anna was living on Newcastle Waters Station, Northern Territory, with husband Geoff 'Brownie' Brown and their three young children. They were working for Consolidated Pastoral Company (CPC) when, devastatingly, Geoff died suddenly of a heart attack at just 34 years of age.

Anna and her children stayed on at Newcastle Waters for three years, during which time she took on the role of staff recruitment for CPC. In 2004 Anna and her three children moved to Bathurst, New South Wales, where they settled into their new life.

Anna continued with CPC until, with the encouragement of the Company, she started Anna Brown Recruitment. 'The Warriner family and in particular Ken Warriner, has been a strong influence in my life,' says Anna.

To begin with Anna serviced rural businesses in New South Wales, the Northern Territory and Queensland and, more recently, Australia wide – she also contracts as an Executive Recruiter to Spinifex Recruiting, servicing industries in New South Wales. Anna provides support for clients both looking to recruit and those looking for work and encourages anyone thinking about a job in the rural industry, to give it a go, 'It's a great, healthy way of life,' says Anna.

Anna specialises in filling and finding positions for agribusiness, which includes all roles in businesses ranging from General Management to everyday livestock, from poultry farms to cattle stations – and everything in between.



Anna's clients are those looking for staff or employment and her job often includes the time-consuming task of sorting through many applications, 'One position can sometimes get hundreds of applicants,' says Anna.

Anna Brown Recruitment has access to many highly skilled applicants for rural positions, allowing her to cut out a lot of the groundwork – she also has an extensive data base to enable her an even greater reach when advertising.

When asked what the future for rural and remote recruitment holds, Anna responded that education was changing the calibre of applicants: 'More school leavers are completing Agriculture degrees,' she says, 'making them more employable for specific positions and providing more opportunities within the industry.' Anna continues to say that biggest industry change over recent years is that, 'females are much more prominent in the rural industry now.'

When asked for her proudest accomplishment Anna unhesitatingly replied, 'Raising my three children.'

Anna Brown is a resilient, highly experienced rural business woman with extensive contacts and connections – and that's what rural and regional recruitment is all about.

*Taken from an interview with Anna Brown by Felicity Brown*



## OUR SUPPLIERS

We are extremely proud to showcase The Homestead Hub suppliers. Our Top of the Range and Classic listed businesses hail from around Australia, with products and services catering for our rural, regional and remote Communities.

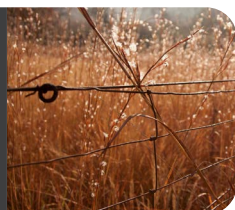
### CLICK HERE

to visit these business pages; send them a message via the contact form on their page and like and follow their social media.



## BECOME A SUPPLIER

CLICK HERE TO REGISTER YOUR INTEREST



## PLEASE SHARE our newsletter far and wide

If you know people who get frustrated with online searches, please introduce them to The Homestead Hub. Likewise, if you know any businesses who may want to list.

The Homestead Hub provides a stress free search for regional Australians to find the people, products and services they are looking for. We're connecting regional Australia; with businesses who understand their regional customers.

## COLLABORATIONS

We are thrilled to have the first collaboration between listed suppliers of The Homestead Hub with Zest Flowers in Dunsborough, Western Australia, now stocking gift cards by Em Menzies Art from Dubbo, New South Wales. We think this is the perfect collaboration.

## THANK YOU

In the short time since The Homestead Hub went live we have received great feedback. We've met incredible businesses who support regional Australia and the calibre of our listings is exceptional. Feedback from customers is the site is easy to navigate – they have found suppliers and made purchases. Connecting regional Australia is what The Homestead Hub is all about. Thank you for your wonderful support.

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