

WELCOME BACK!

Today we hit 60 suppliers listed with The Homestead Hub, so it's with pure pride and joy that I welcome you to our second Bush Telegraph newsletter and to the 16 new listed businesses since our last edition.

What I didn't expect when I embarked on The Homestead Hub journey was the incredible amount of outstanding businesses and inspirational people I'd be introduced to. The niche products and services available out there for rural, regional and remote Australia is so very impressive and I couldn't be more proud to showcase.

If you're following our social media channels you will have been introduced to many of these listed businesses already. The website has started to get customer traction with listings receiving enquiries and sales, and since April we have kicked off our google analytics which is all very exciting – keep an eye on the next Bush Telegraph for our website stats & facts.

Lots of exciting things happening with our businesses listed; to name a few – Moontide Distillery launched their new Pride-Tide gin, Outback Beef launched their beef jerky product and the Bloody Good Biltong company launched their new website. Japonica Collection launched a new online sewing class, Yeo Farms opened the gates of their NSW farm business as part of the Great Lakes Food Trail, and Hats by Felicity (yes, that's me) launched a Mardi Gras collection of Millinery.

We've grown the categories on the website, adding catering and event services, energy and solar, and finance, legal and insurance, so make sure you click in to see who's come on board. My first opportunity to publicly speak about The Homestead Hub was at the Broome Chamber of Commerce Women in Leadership Event in March, as part of International Women's Day.

While showing the functionality of the website to the forum, suppliers were showcased as I introduced customers to the simplicity and ease of using the site, and potential businesses to the opportunities available through listing with The Homestead Hub.



Guest Speakers; Women's Leadership Forum – photograph courtesy of Broome Chamber of Commerce (Abby Murray photography).

A few of our very own also presented on the day, including Toni, from Social Project, who presented a social media masterclass and Cindy from Life and Soul Fitness who spoke of her own business journey. Guest speaker of the day was Jessica Rowe, who I am happy to report, also smiles with her mouth wide open – possibly bigger than mine!

I'll be flying The Homestead Hub flag next week with a promotional trip to the East Kimberley region, so if you're an East Kimberley business keen to hear more, please get in touch so we can arrange a catchup.

To all our suppliers – thank you for coming onboard, especially in our maiden year; and to our growing number of customers to the site, for whom The Homestead Hub has been developed, please keep engaged with us so we can continue to grow with the products and services you want to find.

Our profiled supplier this edition is Zest Flowers from Dunsborough, WA. The hugest and most stunning protea flowers I've ever seen.

Enjoy the read and keep in touch. *Felicity x*

Flowers make you feel good

Bridget Lukin is a business woman who couldn't be more in love with her product. She's a fanatic with a passion not only for flowers, but also for showcasing the local farms that produce these magnificent blooms.

Bridget opened the doors of her business, Zest Flowers, in January 2013.

Zest Flowers came from her idea of bringing flowers, foliage and flower farms together into a one stop, beautiful shop. She loves going to the flower farm, choosing the freshest seasonal product and showcasing what is available locally, from WA's South West.

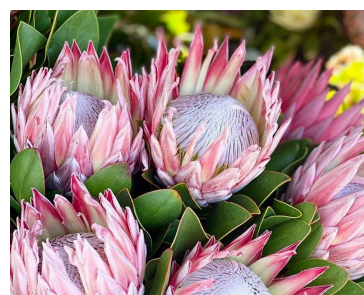
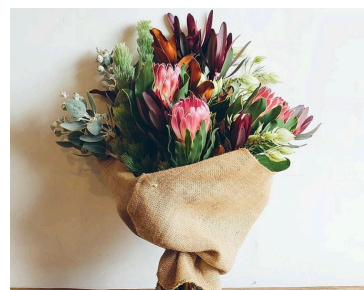
Zest Flowers customers are locals choosing weekly fresh flowers for their homes and visitors to the region filling their holiday accommodation with fresh blooms. Bridget has flowers for birthday celebrations, local winery and corporate vases as well as a busy online flower delivery service, which is especially so right now with Mother's Day only moments away.

"We all want flowers with a longer vase life than two days," says Bridget and her flowers are picked daily, they are local and they last, with a vase life of weeks.

Bridget's love and energy for the industry shines through her business. Her strongest influence in life, she says, is her Dad who was the owner of a local Real Estate business who also genuinely loved his business.

She is most proud of the solid relationships and friendships she's built with local suppliers, speaking daily with her two main suppliers of fresh stock.

Bridget and her Zest Flowers team are well known around the region and even though she admits she once completely forgot a function (only telling the story because they successfully pulled it together in time), Bridget laughs and says, "I actually am quite organised."



Her biggest challenge is getting fresh stock from outside of her local area because, while trends like dried and preserved flowers come and go, "who doesn't want locally grown fresh flowers?" she says.

Bridget hopes that the biggest change in the flower industry over the years to come is for more locally grown flowers and a reduction in the use of plastic waste.

"People want fresh flowers in their homes," says Bridget, and whether you are buying them for yourself, or giving them to someone else, "flowers make you feel good."

If you are thinking about a job in the flower industry, Bridget's advice is to go for it

"if you like hard work, long hours and cleaning lots and lots of buckets, daily," she says, "and it's handy to be a people person".

If you are considering ordering Zest Flowers Bridget says, "You can be confident that you will be receiving the freshest bouquet, made with love".

Taken from an interview with Bridget Lukin by Felicity Brown

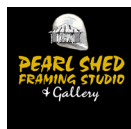


CLICK HERE to visit Zest Flowers on The Homestead Hub; send them a message via the contact form on their page and like and follow their socials.

OUR SUPPLIERS

We are extremely proud to showcase these new suppliers who have listed with The Homestead Hub since our previous newsletter.

Our Top of the Range and Classic listed businesses hail from around the country, with products and services catering for rural, regional and remote Australia.

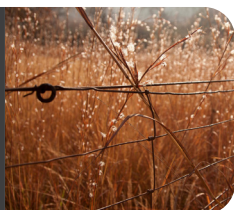


[CLICK HERE](#)

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.

UPCOMING REGIONAL EVENTS

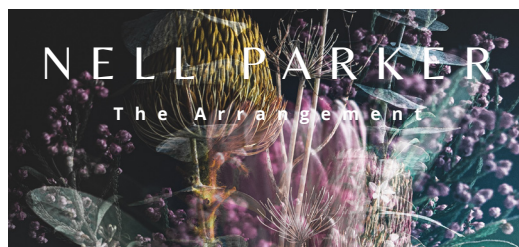
THE PILBARA BEEF & BEER FESTIVAL
Saturday 8th May & Saturday 15th May



BROOME TURF CLUB 2021 RACE SEASON
Starts Saturday 29th May



NELL PARKER - THE ARRANGEMENT
Opening 19th May - Runs until 30th May



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

CLICK HERE TO
CONTACT US TODAY!



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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Connecting Rural and Regional Australia

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