

WELCOME BACK!

We've been chasing our tails this year but it feels great to sit and reflect on the past six months, and compile our third Bush Telegraph newsletter for you all.

There's certainly been a lot going on within The Homestead Hub.

The most exciting news is receiving the HIGHLY COMMENDED Award for Innovation at the Gen Off-Grid 2021 Broome Business Excellence Awards, in October.

To be recognised for Innovation and within our first 10 months of launching the platform, has given us all an extra spring in our step and we couldn't be more thrilled.

The greatest acknowledgment, however, goes to the suppliers who took the leap of faith and listed with The Homestead Hub in our maiden year; - our heartfelt thanks to you for building this community.

The Homestead Hub is also happy to announce we have officially aligned with the national organisation Beyond Blue, pledging our commitment to raise funds for and awareness of the mental health services provided by Beyond Blue - especially for our rural, regional and remote Australians.

To kick off our fundraising commitment we have launched our Christmas Prize Draw, so make sure you enter by donating to Beyond Blue via The Homestead Hub Fundraising page, and stay tuned to our social media for the daily prize updates.

Thank you to our suppliers who have most generously donated the outstanding prize pool for the Draw.

We can proudly announce The Homestead Hub now has 71 suppliers showcasing within 22 rooms - the most recent rooms to open being real estate, landscape architecture and rural merchandise; so click in and check out the products, services, resources and experiences on offer, - particularly for your Christmas Shopping.



All listed suppliers have a genuine understanding of the wants and needs of rural, regional and remote Australian's, and we are so proud of the calibre and diversity of businesses listed.

Our profiled supplier this edition is Vivienne Cate from Yackandandah, VIC; if you share the love for all things leather, linen and aromatherapy, you'll love Vivienne Cate.

I'll be in touch again before the end of the year but in the meantime, enjoy the Bush Telegraph and Happy Christmas shopping in The Homestead Hub.

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



Photograph by Abby Murray Photography

CONGRATULATIONS

Members of The Homestead Hub (pictured) – attendees, nominees and winners of the Broome Business Excellence Awards:

Kylie Temple – Cosmetic Couture
Steph Mulcahy – Broome Dental Clinic
Felicity Brown – The Homestead Hub/Hats by Felicity
Taryn and Tim – Taryn Yeates Photography
Cindy Kempton – Life and Soul Fitness Centres



FEATURE SUPPLIER PROFILE

VIVIENNE CATE

Unique Elegance

After 15 years spent on remote cattle stations in Australia's Top End and raising four kids, Karen and Jed O'Brien made the change and moved to the small Victorian town of Yackandandah. They were both in their late 40s when they made the change and struggled with the thought of starting again. But after settling in, the red dirt became a distant memory.

Karen, a secondary teacher, launched the Vivienne Cate website in 2020. Vivienne Cate is her daughter's name, and she chose it for its elegant and timeless quality, while not tying her to a particular item or product line – it gave her the flexibility she wanted. "I knew I'd be able to grow and diversify with the name Vivienne Cate," said Karen.

The idea for Vivienne Cate began with Karen's love of leather, particularly cow hides – a love that developed while living in the Top End. This grew to include her passions for linen, essential oils and all things earthy and natural.

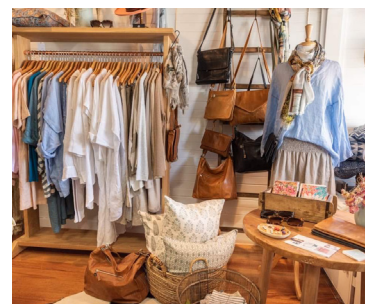
What began as a side hustle to the casual work she picked up since arriving into Victoria soon became her dream homewares business. Shortly after launching her website the pandemic hit, the casual work dried up and the Vivienne Cate website took off.

"People had to stay home," said Karen, "so there was more focus on improving the home space, and more time to shop online."

And while it was not Karen's plan to take on a physical shop space as well as the website, it happened organically and she wouldn't change a thing.

Karen's business is about products that are produced or designed by small operators, in particular by women. Her products are authentic, have genuine value for money and embody her love of all things handmade.

"I'm very attached to my brands and a great many of them belong to friends and people and places I've discovered along my life's journey," said Karen.



It was her dad, one of the biggest influences in her life, who encouraged her to do the unexpected. A lot of people are surprised to learn Karen had four children while living and working on remote cattle stations and they all did School of the Air. It took a lot of courage to pack up, drive south and land in Yackandandah with no house or job, just a camper trailer, four kids and a dog!

Karen's challenges are different now, working in her shop, on the website and trying to stay on top of social media marketing. But she is still raising four fast-growing kids, all of whom, besides young Vivienne Cate, are now teenagers.

Apart from people often mistaking her shop for Vivienne CAFE, Karen has quickly developed a reputation for sourcing a unique collection of homewares, and carefully curating quality women's clothing and jewellery items that are not mass produced.

Taken from an interview with Karen O'Brien by Felicity Brown



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

SUBSCRIBE TO OUR NEWSLETTER
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Connecting Rural and Regional Australia

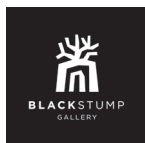
www.thehomesteadhub.com.au



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 someone who gets frustrated with online searches, please introduce them to The Homestead Hub. If you know a business catering for rural, regional and remote Australia please also introduce them.

The Homestead Hub is a one-click search site for customers to find who and what they are looking for. We're connecting rural and regional Australia with businesses who genuinely understand their needs.

THH CHRISTMAS DRAW

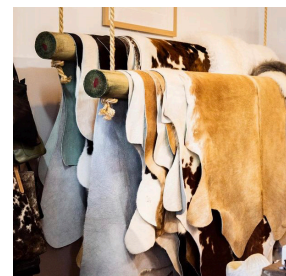
Donate to Beyond Blue via [The Homestead Hub Fundraising page](#) and you are in the Draw to win from the generous prize pool donated by Suppliers of The Homestead Hub.

For every \$10 donation to Beyond Blue you'll receive two entries in the Draw.

There are over 30 prizes on offer - follow our [Facebook](#) and [Instagram](#) for prize updates.

[Donate](#) before Friday 10th December to be in the Draw.

The Homestead Hub - proudly supporting Beyond Blue and Mental Health of rural, regional & remote Australians.



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

CLICK HERE TO
CONTACT US TODAY!



1300 22 4636

beyondblue.org.au/getsupport

DONATE TODAY

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Connecting Rural and Regional Australia

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