

Welcome

to the sixth edition of the Bush Telegraph, our newsletter from The Homestead Hub connecting you with uniquely Australian businesses serving rural and regional Australia.

Adding to the excitement of our second Birthday milestone, is our news that The Homestead Hub is a Finalist in the Australian Small Business Champion Awards, to be held in Sydney this month (April).

My recent travels through Victoria, New South Wales and the Northern Territory provided the chance to meet with many of our newly listed and existing suppliers, and included a collaboration, wearing my Hats by Felicity hat, with Karen from Vivienne Cate, for a Fashion Parade in Yackandandah, Victoria. I also tried out my painting prowess with Em Menzies Art, Dubbo and visited Broken Bay Pearl farm on the Hawkesbury River, NSW, and the rustic retreat that is our newly listed Odd Frog Lodges in central western NSW. Be sure to click into the website to visit these and all our amazing suppliers, Australia wide.

This edition's feature story comes from the Pilbara region of Western Australia, as we profile Ambre Ayre and her delicious business, The Hidden Pantry. Ambre joined The Homestead Hub in 2021, and has been teasing our tastebuds ever since with her delightful old school retro treats; and Ambre's about to expand with some exciting additions to her Port Hedland based business. So grab your cuppa and enjoy the read.



Cheers,

Felicity (Flic)

✕

Founder,
The Homestead Hub



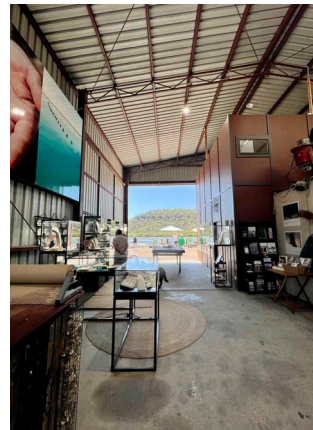
Karen, Vivienne Cate, VIC



Em, Em Menzies Art, NSW



Vivienne Cate & Hats by Felicity Fashion Parade models



Broken Bay Pearl Farm, NSW



Odd Frog Lodges, NSW

IT'S ALL SMILES



AUSTRALIAN
SMALL BUSINESS
CHAMPION
AWARDS 2023
FINALIST

It's all very exciting with The Homestead Hub recognised as a Finalist in the 2023 Australian Small Business Champion Awards - shortlisted from the record-breaking number of over 4,500 high-quality entries from small businesses across Australia.

Entering awards is such a great exercise to make us look closely at our business, and I certainly took time to appreciate how much we've grown with The Homestead Hub.

Stay tuned for the Australian Small Business Champion Awards - winners will be announced in Sydney this month, over a two day Oscars style gala event 28/29th April, 2023.

Taste the Love

Ambre Ayre opened The Hidden Pantry 6721 in Port Hedland, Western Australia, just prior to Covid, - “what a fun ride that was,” Ambre says.

Ambre previously owned and operated ‘Cake Candy by Ambre’, in the South West of WA. She started this small business in 2009, as a creative outlet after her first child was born, to keep her brain active; finding those early days of motherhood hard to adjust to after working full-time.

“I always had a passion for food,” Ambre says, “for cooking, baking and experimenting with flavours, so it was a natural flow into this field”.

Fast forward five house moves, three new towns and two children later, and now based in Port Hedland, Ambre soon discovered she had a niche with her home baked sweet treats, that no one else was offering in the Pilbara town, and so The Hidden Pantry 6721 was born.

Ambre now caters for local events, community groups, corporate functions, and custom orders; and people from all over Australia are ordering her treats online, for gifts, private events, and special occasions. “I’m solving that gifting problem, especially for those far away from their families, and providing something special, delicious and hand made with love,” Ambre says.

Ambre acknowledges her strongest influences have been her grandma (Maa), who is her cooking inspiration, her mum for her resilience and artistic flare, and attributes the old school style of her business to her dad, who was always restoring old hot rod cars.

A mum now herself, Ambre’s proudest achievements are her kids, but she’s also extremely proud of the many awards and accolades she’s received for her business, and her loyal network of return clients and customers.

“Watching their faces light up as we unlock their childhood memories is the best part,” Amber says.

With her staff, too, Ambre talks about the fun they have trying new flavours and products. “We all get a kick out of that, especially watching each other’s reactions” she says.



Amber finds the most challenging aspect of her industry is the flooding of commercial products. “It’s hard to be competitive and educate new clients on the value of custom artisan goods,” Ambre says.

Trends have come and gone, including custom cookies, drip cakes, push pops, and cuppies. “If I never see another ‘frozen’ themed party, I won’t be sad about it,” Ambre jokes. While fun and quirky trends will continue to come and go in the industry, Ambre believes over the next five years the change will be that people will embrace the craft of baking and cooking something from scratch; that COVID-19 really showed the lack of sustainability within the household, and as a result, more people are learning the basic skills that will benefit them and their family.

“I strongly believe that classes on baking, cooking, gardening and producing our own food need to come back into the education curriculum,” Ambre says.

For those thinking of working in this industry, Ambre’s advice is to go for it, but “only if your heart is in it, she says, “people can taste the love”.

Surprisingly, Ambre admits she will take the cheese over the sweets any day.



Connecting Rural and Regional Australia

“I love to bake all the sweet things but I’m a savoury foodie for life,” says Ambre. “Apart from that, I’m an open book and what you see is what you get - life’s too short for fake butter”.

Ambre is excited to soon launch her new business directions which include the introduction of foodie subscriptions and a mobile van, and is excited for the opportunities these provide, especially to travel and bring sweetness to regional customers.

If you want to order your own treats from The Hidden Pantry, the new website is coming soon. “Get in quick and order early and let us unlock those sweet memories,” Ambre says.

Keep an eye out for Ambre and her sweet treats at events throughout WA - remembering, after all, it is The Hidden Pantry.



[CLICK HERE](#) to visit The Hidden Pantry on The Homestead Hub; send them a message via the contact form on their page and like and follow their socials.

POSITIONS VACANT

There’s a big wide world of job opportunities out there. If you’re looking for a new job, or a business looking for staff, The Homestead Hub is the place to look!



REVIEW

Having watched the Homestead Hub grow from an idea to a useful resource for regional people across the country, I have been impressed with how quickly it caught on as people started identifying with the variety of services offered and started using it. I have had a number of enquiries from women around regional Australia about our tours and have also had enquiries that came from my Facebook posts that were promoted by Homestead Hub. Not surprised they are Small Business Finalists in the Australian Small Business Champion Awards, just delighted!

Carole Medcalf
Wandering Women



Zest Flowers celebrates 10 Years!

Congratulations Bridget Lukin, owner and operator of Zest Flowers, Dunsborough WA, which turned 10 last month.

The Zest Flowers Team surprised Bridget with a small gathering at Yarri Restaurant, to celebrate the huge achievement.

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Connecting Rural and Regional Australia

www.thehomesteadhub.com.au



OUR SUPPLIERS

We are extremely proud to showcase and welcome these new suppliers listed with The Homestead Hub.

Our Top of the Range and Classic listed businesses hail from around the country, with products, services and experiences 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.

PLEASE SHARE

the Bush Telegraph far and wide

To customers who will enjoy The Homestead Hub website, and suppliers who may be interested in listing. The pre requisite – a genuine understanding of customers from regional Australia.

UPCOMING REGIONAL EVENTS

SCULPTURE AT ACHERON Within the Land 2023

EASTER WEEKEND to ANZAC DAY

Friday 7th - Tuesday 25th April

10.00 am - 4.30pm Friday - Sunday or by appointment.

Licensed cafe & gallery

Opening Night Cocktail Party Thursday 6th April - 6.00pm

BOOKINGS ESSENTIAL via Eventbrite - \$25.00pp - Exhibitors free

Music by Soloman & Lacey

Marian - marian@marianrennie.com.au - P 0412 109 129

Christine - challen.tunstat@bigpond.com - P 03 5774 7644

Sculpture at Acheron is an exciting artistic event showcasing sculpture in Marian Rennie's historic 2 acre rural garden and we are very excited to once again be holding it in COVID SAFE CONDITIONS
www.littleriverwines.com.au/events
Application forms & details.



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

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SUPPLIER

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REGISTER YOUR INTEREST



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