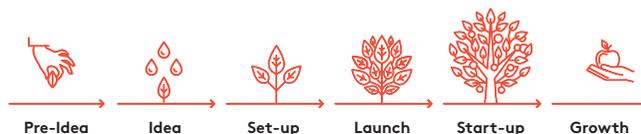


Jo-Ann Wolles, Goanna Hut

Native bush food catering and tea. Jo-Ann had an existing catering business when she joined Global Sisters in 2017, and has expanded to add a retail brand.



“They are amazing women who have helped me to know I’m a strong business woman who can achieve anything I’m striving to be and to break down my own self doubt. Being a Koori woman, Global Sisters is the most easy adventure I’ve been involved with. They are always willing to go the extra mile to help. I love Global Sisters for giving every woman the tools to build businesses”.



Sister since 2017

Jo-Ann is a qualified chef and proud Wiradjuri woman. She is one of the few female Indigenous chefs in Australia, and she set up Goanna Hut to share her culture through bush ingredient inspired food. Jo is the sole breadwinner for the family and she is the primary carer of her children, one of whom has special needs. She balances this and still sees herself as a typical woman, juggling it all.

Carer responsibilities for children with special needs and sick family members impacts significantly on Australian women’s ability to access sustainable employment and be financially independent. In 2019, there were 2.65 million carers in Australia (10.8% of the total population), with a higher proportion of women being carers. Being a carer can impact on labour force participation, particularly for female primary carers—only 15% were employed on a full-time basis and around a quarter employed part-time (ABS).

However, Jo’s determination, brilliant people skills and sheer hard work have led to Goanna Hut growing to be an increasing percentage of her total income.

How Global Sisters is making a difference

As a catering business, Goanna Hut is seasonally very busy, particularly around NADOIC week, but it is not an annually consistent source of income. Global Sisters has supported Jo’s catering business to access our corporate partners as customers, but more importantly has championed her vision to create a product range of native bush ingredient teas and create a recurring, regular income stream.

Global Sisters has supported Jo to create the Goanna Hut retail brand, initially by backing her application for the AMP Tomorrow Makers which led to a grant to fund the re-brand, packaging and launch of her bush teas.



Global Sisters support to bring her product to market that included:

- brand photography
- pop up retail events
- Global Sisters retail (online sales & christmas boxes).

The game changer for Jo was at the 2018 Sister Pitch, where her “ask” was for a connection to a major retailer. Not only did she get an introduction to the global Unilever brand T2, but received a commitment that they would stock her tea. Helping her to seize this once in a lifetime opportunity, secure the deal and prepare for the scale up in production involved over a year of support from Global Sisters. This included working with Jo and T2 to structure the deal including units, pricing and profit margins.

Goanna Hut will be selling 3 tea blends through Australian T2 stores and exposed to 100K+ T2 customers each week, with her story told to their multi-million online tea society. We helped negotiate favourable payment terms that would enable Jo to make fulfilment possible. This deal has led to the most significant income stream for her business, and opened the door for a long term, regular income. In order to maximise this opportunity to launch her online business Global Sisters has just arranged professional product photography along with specialised pro bono marketing support and support around developing a stunning Instagram page. Look out for the Eclipse, Lilli Pilli and Lemon Calm in T2 stores!

Follow Jo-Ann’s business journey at:

 [Watch Jo-Ann’s Sister Pitch](#)

 goannahut.com.au