MEET OUR
Sisters
MAKING BUSINESS POSSIBLE
Kirsty

Kirsty is the founder/CEO of Sweet CinnaBun. Kirsty is a mum of 5 boys living in Hoxton Park, Sydney. Her love of baking and science led Kirsty to create her range of Cinnabuns - a hybrid of cinnamon buns and donuts with a delicious sweet sauce - and the only bun of its kind in the Australian market.

Sweet CinnaBun started after Kirsty donated her famously decadent cinnamon buns to a charity site and was inundated with people wanting to buy them. The demand for her product started to grow via her drool-worthy images on social media and the hype around her “CinnaBun drops” in locations communicated to customers on social media.

Global Sisters first met Kirsty at our Sister School business education program in Miller SW Sydney in February 2017. Kirsty was selling direct to the public from her home-based kitchen and demand was starting to outstrip her ability to supply. She wanted help from Global Sisters to transition to wholesale and put in place the business foundations to have a commercial kitchen with employees.

After some set backs with health problems, Kirsty has come back to her business with renewed drive and focus. Global Sisters has helped Kirsty to launch a Shopify site and is currently working with her to get back end accounting systems in place, develop her sales and wholesale strategy and re-invigorate her brand through a coaching relationship with the head of Jack Morton brand agency.

Kirsty is passionate about supporting breastfeeding mums to access employment that is both flexible and supportive of them and their children. She has a big vision that Sweet CinnaBuns will employ mums with babies and young children and revolutionize the way that women return to work after having children.

Follow Kirsty’s business journey at:
www.instagram.com/cinnabunsyd
www.sweetcinnabun.com
@cinnabunsyd
Asifa is from the Hazara people of Afghanistan, an ethnic minority with a long history of persecution including from the Taliban who committed mass killings and banned women and girls from studying, attending school, working or leaving the house without a male. Growing up in war-torn Afghanistan in the 1990s, she realised that it was impossible for women to become educated and obtain a better life for themselves. In 2011 she came to Australia to undertake her tertiary education and now lives in Melbourne with her husband and children.

In 2016 Asifa started a social enterprise called ‘Tamanna’, meaning ‘wish’ in her native language of Dari/Hazaragi. Tamanna produces rugs and home décor by employing predominately Hazara women in Afghanistan. She then markets and sells them in Australia in order to fund a maternal clinic in Afghanistan that will help make pregnancy and childbirth safer for women who do not otherwise have access to medical care.

Global Sisters has supported Asifa to market test her products and has received business development support in accounting, branding, photography and retail. We are now working with her on product development, marketing and sales and funding. In the next year Asifa is focused on developing a range of boho-inspired homewares with Global Sisters and developing retail channels and income streams that will enable her to create sustainable sources of income for Afghani women.

Additionally, there are 9000 Hazara refugees now living in Victoria with the majority in South East Melbourne. Through Tamanna Asifa plans to support them, particularly the women and young people, to embrace the opportunities available for their families in Australia, whilst staying connected to their Afghani culture.

See more about Asifa’s business at: www.tamannarugs.com
Santa and Holla are the young women behind Wild by Soulexplor3r. Through participating in the Global Sisters GLO Youth Challenge, they identified a need in the community for natural beauty and hair products, specifically for African hair and skin. They are on a mission to see young Australian women of African descent embrace their natural beauty, rather than hiding it under synthetic wigs and damaging their hair with chemical products.

Santa and Holla are originally from South Sudan & Uganda and grew up in Western Sydney. Whilst Holla is studying, Santa is searching for part-time employment. Both young women believe in creating their own jobs and solving social issues through entrepreneurship.

After attending GLO, they commenced research and product development of their initial range of natural face masks, body scrubs and silk hair wraps. Global Sisters then supported Santa and Holla to market test their product range of natural at our Sharing Circle - an opportunity we create for Sisters to soft launch their business in a safe, ‘testing’ environment and receive valuable customer feedback.

Santa will be joining our upcoming Sister School business education program and the team are accessing on-going digital business education through our partnership with LinkedIn learning.

Global Sisters will then connect them with expert business coaches and link them to the markets and networks required to grow their business.

The team at Wild are now working on creating their hair product range and putting in place the foundations to take their product to market.

We are proud to be part of Holla and Santa’s journey to create their own jobs and make a difference in the lives of young African-Australians.

“The sharing Circle has given me my first taste of the potential my business has. It connected me to like-minded people and really motivated me to keep moving...I think it was that very moment that I realised it was more than just a hobby.”

Holla
After an inspiring pitch and the completion of Sister School, Jessica has been recipe testing, and working out the finer details and has a promising plan to fund her food license and initial production requirements, and is on track to start selling at markets and taking on wholesale clients well before Christmas. This is in addition to holding an invaluable position within the Global Sister Tribe with her natural leadership, her community spirit and big heart.

Jessica is a shining example of being open to learn, and see things differently, and then pressing on with the steps that ‘feel good’ as you edge toward larger investments, and larger steps, within your business.

It is with fierce pride and a full heart when we say that it is an absolute pleasure to support Jessica on her journey to support others, through supporting herself.

This year Global Sisters was thrilled to welcome Jessica Hughes to our Queensland Sister Tribe. Every cell of Jessica’s being is steeped in community, connection, and support so her business concept is not surprising.

Jessica has experienced so much adversity and lives through many challenges with her 3 young children, yet she had always ‘chipped away’ at some kind of study. Throughout motherhood, she has completed training as a chef, community leader, and a Registered Nurse. These skills were all part of her big bold dream to ‘one day create a cafe that anyone experiencing a rough trot can come, have a feed and have the wounds of living rough looked after by someone with experience’.

When Jessica came to Sister School she was very open with the Global Sisters team that she was attending to support the other women, as the cafe was years away from fruition so the content didn’t apply to her yet. That changed quickly.

It was after Session Two that Jessica opened up to the feedback of how she could start now to bring the sentiment, her ‘why’, of her cafe dream alive - and with that Jams For A Cause was born.

Jams For A Cause is a seasonal range of jams, relishes and chutneys sold locally to cafes and community to increase awareness and raise funds for a mobile food van to allow her to ‘go where needed’ but maintaining the flexibility she needed in motherhood - and the umpteen different community groups she attends and support in the Beenleigh area.

“Jessica has innovative plans to distribute the profits through community projects that will raise awareness, and give immediate support - watch this space!”

Jessica Hughes

Follow Jessica on Instagram: @jams_for_a_cause

“I have had this dream for many many year, but no short term plan as to how I could build my dream. During Sister School I could see where I could start now and now I have a plan and have a business too. I have gathered skills as a nurse, and a chef and am very active in my community - I believe that everyone deserves a hand up when they need it, no matter where they have come from. I want to create a business in hospitality that allows me to put profits back into the community.”
Achol, Athok and Traza are White Nile Women, a South Sudanese catering company.

We first met White Nile Women through our partnership with Companion House and they completed our Sister School program in May 2017. Determined to re-launch a food business after running into difficulties with their first business attempt, they decided to try again with the support of Global Sisters. Their dream was to do what they know and love best, cooking their South Sudanese cuisine and sharing it with other cultures.

Global Sisters supported White Nile Women with getting the foundations in place to launch their business including on-going business education in areas such as legal issues, digital literacy, marketing, customer touch-points and branding. They were matched with some incredible coaches who are well connected in the Canberra food sector and supported by Global Sisters to get their food safety and supervisors certificates.

White Nile Women were given approval for their food business application in May 2018. Their first catering opportunity came soon after via offers from two coaches, Kelli Donovan from Pure Pod, for the opportunity at her Ethical Fashion Event and George Prasad from Home Grown Me & Canberra City Farm Community Kitchen with the offer of a pro bono commercial kitchen for the event and guidance in managing the kitchen.

White Nile Women have now started catering and pop-up restaurant experiences. Their first pop up restaurant event with over 100 people received a lot of media attention and they raised money to re-invest into their business.

White Nile Women acknowledge that there are difficulties ahead that are not experienced by other start-ups including access to technology, a digital literacy divide, literacy challenges for women whose come from an oral language tradition, cross cultural communication challenges, isolation and the barriers of high cost food business start-up for low income food entrepreneurs. However, the connection and support from the right people in the local businesses ecosystem has helped make business possible for them.

*Achol, Athok & Traza*

“Global Sisters has been with us every step of the way supporting us and finding us good people, many opportunities and chances that we could never have found by our own selves. It is all about everyday learning, never try, never learn. You are teaching all the things that we have missed in the past years of struggle because of war and conflict”.

These are resilient women from refugee backgrounds who are juggling families. Between the three women there are 19 children, community responsibilities and business.

Follow White Nile Women on Instagram: @whitenilewomen
Felicity Golding has a passion for dogs that is fuelling the development of a new service-based business in regional Victoria.

At the age of just ten, Felicity saved up her hard-earned pocket money so that she could hire a dog trainer to address some behavioural challenges with her beloved family dog.

Two decades on Felicity is building The Doggy Diplomat to do the very same thing and more.

Felicity is on a mission to help dogs and their owners have a lifestyle they can enjoy.

She works with dogs and their owners to understand and modify behavioural issues like barking, jumping, digging, escaping and hyperactivity and develop new habits so that dogs behave well with children, are sociable and can go to cafes and show good manners.

Felicity gained the confidence she needed to build her business idea after attending a ‘My Big Idea’ workshop with Global Sisters in October 2016.

Despite facing transport challenges, job insecurity and social isolation, Felicity joined a week long Sister School held in Benalla in 2017.

This business education experience equipped Felicity with ‘real world’ tools and know-how. She market tested her business concept after completing Sister School and developed a range of behavioural education and support packages.

She recently introduced a new aspect to her business, with a weekly social walk for dogs and their owners.

Global Sisters continues to support Felicity to build her business acumen, with a particular focus on social media, pricing and self-confidence in business networking.

Felicity is a proud member of a growing Sister Tribe in the Hume and regularly attends business meet ups. She generously supports other Sisters by providing feedback and her business was part of a Global Sisters emerging business showcase at the launch of the 2018 North East Small Business Festival.