



Global Sisters Marketplace Launches to offer Christmas Gifts with Purpose

Global Sisters Marketplace, Australia's first non-for-profit online marketplace dedicated to supporting women to achieve financial independence – is now live, just in time for Christmas 2020

- Ethical and unique gifts from the heart, and the majority are handmade by Australian female entrepreneurs
- Prices range from [just \\$1.37 to plant a tree in a bushfire affected area](#), to [\\$990 for this incredible Fiona Adams artwork](#), with plenty of affordable and luxury items in between.
- For Secret Santa inspiration or beating the budget, shoppers can search for gifts [under \\$10](#), [under \\$25](#) or [under \\$50](#), for example.
- Categories include [a wide variety of gifts](#) as well as [health, beauty and wellness](#); [home and lifestyle](#); [clothing, accessories and footwear](#); [food and beverage](#); and, [toys and more for babies and kids](#).

PRESS RELEASE

Sydney, 24 November 2020: For Australian shoppers who want to make an ethical choice this Christmas, and who wish to support Australian small, female-owned and local businesses (including urban, rural and regional areas), [the Global Sisters Marketplace](#) provides an easy and convenient way to shop from the comfort and safety of home.

2020 has seen the dramatic Covid impact in a 'Pink Recession' i.e the financial crisis impacting women. From urban and rural regions right across Australia, women of diversity, Aboriginal and Torres Strait Islander people, women young and older are supported by Global Sisters' comprehensive, long term business program and now provided with an e-commerce platform via the Global Sisters Marketplace. Shopping in the Global Sisters Marketplace is a fast, easy and convenient way to give Australian businesswomen, their families and communities a much needed boost this Christmas.

Following a turbulent year for small businesses from bushfires to COVID-19, the Marketplace by Global Sisters supports producers to start their own business to create beautiful, marketable products with a heart and a story, and is focused on promoting four values – women-led, eco-conscious, kind to animals and community-minded.

Providing a wide range of affordable and unique gift ideas for this Christmas, Aussies can trust that they are purchasing straight from the source, and with every purchase made, are supporting a female Australian entrepreneur. Already, the Marketplace is home to over 1,000 different products and services, on offer from over 100+ female-led businesses and brands and growing every day.

Global Sisters CEO Mandy Richards said the Marketplace was the culmination of many years of hard work by the not-for-profit's team and is based upon the founding principles of Global Sisters.

"The economic impact of COVID-19 on women as a group has been manifold. We work with women all across Australia, who are either unemployed, underemployed or in unstable employment and who are working towards financial independence."

The Marketplace is full of unique products that are Australian made, in small batches, by small businesses, many using natural and raw fibres and materials with minimal processing, from hand-dyed and woven scarves to hand-crafted jewellery, bush tea and natural homewares.

One example of one of the sisters featured on the platform is [Jo-Anne Wolles](#) of Goanna Hut, a Sydney based aboriginal chef, Jo-Ann is the sole provider for her 3 children and one of her children lives with a disability. When Covid hit, Jo's employment with the contract company providing Qantas meals was terminated and her catering jobs for Goanna Hut were cancelled. Through an opportunity arising out of Global Sisters, Jo-Ann received a significant order from T2 (\$90k+) to stock her native teas nationally. Jo's beautiful teas are now available for purchase on the Global Sisters Marketplace.

In addition, [Lila Bate](#), Founder of bVitra, found herself in no-man's land, middle-aged and unable to find a path back into the workforce. She was in her 50s and after years of caring for her children, she hadn't worked for 12 years and her knowledge and skills were out-dated. Her business idea came after her daughters were given some bath bombs that stained their skin and caused skin irritation. Shocked by the ingredients in most bath bombs, she couldn't find any alternatives on the shelves in the supermarket and so she sourced a local manufacturer and developed some healthy bath bombs. From there, it grew and Lila now manufactures wellness products for arthritis and muscle pain.

Whatever the budget, the Global Sisters Marketplace has a huge range of items to suit and the search function allows shoppers to find sellers in their local area and connect with individual Sisters for custom and corporate gifting orders.

To find all of your gifting needs this Christmas, visit marketplace.globalsisters.org

Follow the Sisters individual stories and inspirational gift ideas via #BackHerBrilliance @globalsisters on [Facebook](#) or [Instagram](#).

The Global Sisters Marketplace supporting Australian women to achieve financial independence is [proudly supported by The Snow Foundation](#).

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For more information, images or product samples, please contact:

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