



Media release

For immediate release

Date: 21 May 2014

Local girls inspired by business workshop

Three young, ambitious and talented local women are working hard to turn their dreams into a reality after attending a Taking Your Hobby to Market Workshop hosted by the City of Subiaco.

Kelsie White, Clarissa Yates and Emma Kalotas all attended the workshop held in February with strong business ideas, and a determination to achieve their goals. Each young woman has their own small business and can now use the knowledge gained from the workshop to take their business venture to the next level.

City of Subiaco Mayor Heather Henderson said the city has a strong commitment to offering programs that inspire and provide opportunities for young people.

“This workshop was especially exciting as it helped these young people to launch their businesses in a very real capacity – it is great to see some of these fresh new businesses operating within the city with the support of local markets.”

The workshop which was facilitated by Justine Barsley, founder of Perth Upmarket, provided an opportunity for young entrepreneurs to discuss the issues involved with operating a small business, such as sales channels, pricing and promotional strategies.

One lucky workshop participant was also offered a mentoring scholarship with Perth Upmarket to help kick-start their business.

Winner of the Upmarket Upstart mentoring scholarship Clarissa is an enthusiastic baker whose small business, Lollicakes, specialises in handcrafted cake pops. Clarissa believes the experience gained through the workshop and subsequent scholarship has done a great deal for the success of Lollicakes.

“It helped me gain so much confidence and real life advice that was ever so helpful. The labyrinth of business know-how can be very intimidating but with the right people and willingness to be humble and learn it all, it makes it all worthwhile.”

Clarissa also recently won the Kitchen Warehouse Bake Off, and with the increasing popularity of her business, she is now dreaming of opening her first Lollicakes shop in Subiaco in the near future.

Kelsie and Emma are also experiencing success with their small businesses. Emma's brand EKAY (collective) includes a range of clothing, jewellery, accessories and homewares that she personally designs and makes. Kelsie's stationery brand K Gets Organised has already sold out of its first line and she is now looking to launch a second line later this year. Kelsie credits the workshop with connecting her with other likeminded people and useful business contacts.

"I learnt valuable skills about presentation and how to apply for markets in a professional manner. I also met some really beautiful, very interesting people at the workshop that I am still in touch with today. The event fostered a sense of community for creatives following their dream."

Both Kelsie and Emma have since managed stalls selling their products at popular Perth markets and have high hopes for the future.

Clarissa will have a Lollicakes stall at the next Perth Upmarket, which will be held on Sunday 29 June at the University of Western Australia, Winthrop Hall, 35 Stirling Highway, Crawley from 10am to 4pm.

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Photo Opportunity

Photo opportunities with the women mentioned in this release can be arranged upon request.

Notes to Editor

About Lollicakes

Lollicakes is a Perth based company run by baker Clarissa Yates that specialises in making unique, customised and decadent cake pops which are affordable yet luxurious. Lollicakes was first officially launched in 2014 and has since become a popular fixture at many of Perth's local farmers markets, where Clarissa sells her handmade cake pops.

Website: www.lollicakes.com.au

Facebook: www.facebook.com/lollicakesperth



About K Gets Organised

K Gets Organised is a Perth based stationery brand started by Kelsie White in 2013. Kelsie believes in keeping her brand local, personalised and fresh, and embodies these ideals through the creation of individual, perfectly tailored stationery and other paper goods to help people organise their time and lives.

Website: kgetsorganised.wordpress.com

Facebook: facebook.com/kgetsorganised

About EKAY (collective)

EKAY (collective) is designer Emma Kalotas' label, first launched in 2013. The collection includes clothing, jewellery, accessories and homewares. Emma says that her Hungarian and South African cultural upbringing as well as a love of bright colours and unique textures inspired her designs.

Online store: ekay.bigcartel.com

Facebook: www.facebook.com/ekaycollective

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