

BOUNTIFUL BUSINESS

BY NANNETTE HOLLIDAY

While it may be considered the last frontier, from its very beginning, the Northern Territory has been a land of opportunity. A place where anything is possible.

The NT is an ethnic melting pot that brings out the best in everyone. No one asks where you're from; they ask what you do. Rolling up your sleeves and giving things a go is applauded and rewarded.

The NT is where ambition, hard work and drive go hand-in-hand with a vibrant tropical lifestyle. It's where dreams come alive and thrive, where thinking big is the norm.

From the earliest pastoralists, drovers, miners, farmers, fishermen, shop owners and more, it took guts and determination to survive — but they cheerfully paved the way.

Territorians have been achieving remarkable things in agribusiness initiatives, remote area projects and unique tourism experiences. Today even our locally bred techno's are conquering the world stage.

Many people come to the Territory on a holiday, a whim, a fancy, a promise of highly paid work, then stay because they not only love the lifestyle, but they see a potential not easily accessible or available anywhere else.

Rather than “no”, people are encouraged to “give it a go”. There are countless opportunities, time and space to connect with others.

In this issue we reveal some NT made products and meet some of the people who have created a new life and business in the Territory, one they had either only dreamt of or hadn't even considered until arriving here.

Each quarter in *Territory Qs* NT Made feature we'll talk to people who have crystalised their dreams, who have created a new business in the Territory, propelled their careers and found fantastic personal growth opportunities.

If you think you or your business fit these criteria talk to Nannette Holliday about being featured. nannette@territoryq.com.au

TQ

**THE NT IS WHERE AMBITION,
HARD WORK AND DRIVE
GO HAND-IN-HAND WITH A
VIBRANT TROPICAL LIFESTYLE**



SARAH LYN

LINGERIE & FASHION BOUTIQUE



LEADING FASHIONISTA SURVIVES AND THRIVES

Vivienne Lee always had a passion and love for fashion, but she never imagined she'd ever own a shop – let alone be celebrating 20 successful years in Darwin.

After working at Sarah Lyn for a few weeks to evaluate the business for her accountant, Kevin Blacker, he suggested she should buy it.

The business expanded twice at Casuarina Square but eventually outgrew the area and moved to Jape Homemaker Village.

Sarah Lyn Lingerie and Fashion Boutique later settled across the road in Jimmy Lay's Millner Plaza on Bagot Road.

They expanded again recently and now cover 420 square metres.

The boutique is renowned for their luxurious fashions and quality lingerie range.

"My staff are all specialised in personal fittings, which is a rarity these days, but I feel it's important. Our range and customers are our priority. We want them to feel comfortable and special."

Exclusivity is also essential. Fashions include Joseph Ribkoff, Frank Lyman, Verge, IONA, Jessie Harper, Sacha Drake and Tani Zaliea.

"Because Darwin is small, I've always ensured I have no more than two or three different sizes of any fashion style," says Vivienne.

Lingerie brands include Simone Perele, Prima Donna, Triumph, Berlie, Chantelle and Naturana.

There are J cups for the larger women, a wide range of sports and maternity bras, and an excellent range of wire-free bras.

"We're also the only store in Darwin that sells compression garments for women who have had breast reductions and augmentations.

"We gladly assist gents in selecting their loved one a special gift, or we offer gift vouchers."



VIVIENNE LEE ... I'VE ALWAYS ENSURED I HAVE NO MORE THAN TWO OR THREE SIZES OF ANY FASHION STYLE'

Vivienne is known as Australia's best bra fitter, and she's proud of the title. She works with surgeons to create special-needs bras, too.

She thanks Shirley McIntosh - "from the beginning, she taught me everything about lingerie".

Vivienne and the team have an eye for detail, excellent customer service, and a strong desire to ensure customers look and feel amazing.

"We've reduced our hours during Covid-19, but we've remained open seven days a week. It'll take more than this to make me give up."

Vivienne arrived in the Territory with her parents at the age of two, 61 years ago.

She loves the Territory, her partner Nigel, her "fabulous" team and the loyal customers over the years.

"Without them we wouldn't be where we are now – thank you all. And thank you Territorians for shopping local."

TQ

CONTACT

Sarah Lyn Lingerie & Fashion Boutique

📍 Shop 3, Millner Plaza Cnr Fitzgerald Street & Bagot Road, Millner

☎ 08 8985 5616

🌐 facebook.com/Sarah-Lyn-Lingerie-Fashion-Boutique



BETTER YOUR BUSINESS

Biznorth are renowned for creating proven strategies for a healthier business perfected for you.

Annette and Doug Gillanders, who set up the company in 2001, are professional trainers, business coaches and personal development experts.

Biznorth and Annette have won multiple awards over the years – but helping and growing others successfully are what they do best.

Annette has coached many winners and finalists over the years and has offered free coaching for the Telstra Business Awards.

“I’m particularly passionate about empowering women because of the journey I’ve been on,” she says.

Annette’s life changed when she arrived in Darwin in 1982 and was offered a lecturer’s position at what is now Charles Darwin University.

She says she “discovered learning” while teaching hairdressing at Mount Gambier TAFE before moving to Darwin.

“Realising I could learn and succeed as my own person changed my life.”

Doug, who is a qualified engineer, also blossomed after moving to Darwin after holidaying in the Territory in 1983.

“I wanted to do more with my life, and there were massive opportunities here,” he says.

Doug, who was working in mining, wanted to further his studies – but after enrolling at Charles Darwin University, his qualifications made an impression and he was offered a lecturer’s position.

“I’d never taught before but knew my trade extremely well. The university said they’d teach me to be a teacher.”

He worked at CDU from 1984 to 2005, both lecturing and in HR, before establishing his own business contracting services.

Doug and Annette met at the university in 1995.

Annette says Doug encouraged her to start her own consultancy business after she quit as NFP manager in 2001.

But she was knocked back by financial institutions because she was an unknown divorced woman with no business history.

Doug handed her his Mastercard with a \$13,000 credit limit and told her to “max it out”.

“While Doug says I’m still paying it off, I tell him I paid him back by giving him a job in 2008,” she says.

Doug says: “Today I’m the GM, CFO, program manager, cleaner, trainer and executive assistant.”

Their staff is executive assistant Sheridan Rose and branding creative Cruz Ignatius – plus Lucy, a cavalier king charles spaniel, who offers client and staff cuddles when required.

Joking aside, both Annette and Doug are qualified, business professionals who will help you with methodologies and mindset techniques to create business success. Investing heavily in personal and business coaching, it puts them in a different realm to others in the NT.

“We love our business and the way it introduces us to awesome people. The NT has countless great people and vast business opportunities, and we’re proud that we’ve been able to create the best in so many of them.” **TQ**

CONTACT

- Biznorth
- 📍 Unit 18/119 Reichardt Road
Winnellie Northern Territory 0820
- ☎ 08 8985 6809
0414 572 803
- @ info@biznorth.com.au
- 📘 facebook.com/biznorthnt
- 📷 Instagram.com/biznorthnt
- 🌐 biznorth.com.au



ALL ABOUT ADDING VALUE

Business isn’t all about numbers but understanding what the numbers mean – and having a strategy is essential.

Michele Bain, founder of The Adding Value CFO, says: “I do things differently.

“Whether it’s face-to-face or virtual, I have regular catch-ups with my clients to discuss strategies, giving them insights to their business, helping them meet their goals and grow. It’s what has got us all through Covid-19 to date.”

While Michele has unlimited enthusiasm for accounting, she reads between the numbers to deliver value-added services to her clients so they can achieve their business goals.

Michele, a qualified Certified Practising Accountant and the Deputy President of CPA Australia’s NT Divisional Council, has worked in many businesses, including NFP.

However, her speciality is the travel and hospitality industries with more than 28 years of accounting experience, beginning with the large Japanese tourism company Kintetsu.

“While studying at university, I processed Dad’s bookwork for his small business. I’m passionate about helping small business and have many

travel and hospitality business clients in the Territory. Most are small sole or family-owned and operated.

“Through innovation, collaboration and strategic analysis, I help them function more efficiently to achieve their goals.”

Michele understands Territory people and doing business in the NT.

Although born in Sydney, she regularly visited her grandparents, John and Pat Govers, in Alice Springs, while growing up and worked there between 1998 and 2002.

Michele was an accountant at Intercontinental Hotels Group, with a portfolio of 35 properties, when she was seconded to Darwin in 2008 as financial controller for the company’s two Holiday Inn properties.

“I loved working in Darwin, and struggled when I had to return to Sydney.”

She returned to Darwin six months later as the area financial controller for Mantra.

Michele not only loved being back in the Territory, but also met her husband and now does the financials for his small business.

The Adding Value CFO’s services go beyond the books. They provide

management accounting, cash flow forecasts, budgets, BAS, reconciliation, cost analysis, performance ratios and growth strategies to help businesses grow.

“I’m a certified trainer and train small business owners on their MYOB, Xero or Quickbooks accounting software packages, explaining how to record transactions correctly, why they exist and how they flow through to financial reports. Training can also be done online.”

Since establishing The Adding Value CFO in 2016, they’ve always used Cloud-based programming.

“Distance is not an issue; in fact, two of my staff are virtual.

“We can assist anyone, anywhere provided they have an internet connection.” **TQ**

CONTACT

- The Adding Value CFO Pty Ltd
- 📍 19 Smith Street, Darwin City, NT 0800
- ☎ 08 8963 5688
- @ theaddingvaluecfo@outlook.com
- 🌐 theaddingvaluecfo.com



LIANDRA WITH HER CHILDREN ZION AND NIA



I LOVE THE BEACH. I HAVE GREAT CHILDHOOD MEMORIES SWIMMING, SURFING AND CAMPING BY THE BEACH. IT'S WHAT I WANT TO CAPTURE IN THE RANGE

LIANDRA'S IN THE SWIM

Liandra Gaykamangu's stylish and sexy Territory swimwear captured all the headlines when it opened the prestigious Pacific Runway Fashion Show in Sydney in 2019.

"It was exciting but surreal. I've only been in business since January 2018," she says. "To be included among the 20 Pacific designers was a real honour."

Liandra, 29, is a Yolngu woman who was born in Gove, and her family is from Milingimbi.

The qualified teacher established Liandra Swim while on maternity leave with her second child, Zion.

She was hoping she'd never have to go back to teaching. And while she hasn't,

she now has another baby, two-month-old Nia.

"Juggling two young children and a business is like having three babies at once."

Her oldest, Natalie, is nine and enjoys being the "helpful big sister".

Liandra is a representative of the Futures Forum, a group of 50 young Indigenous entrepreneurs, which has helped her on her fledgling journey.

As an ambassador of the group, she was invited to speak at the 2019 World Indigenous Business Forum in Vancouver, Canada.

Her self-funded Liandra Swim creations are unique, fresh and colourful — a striking mix of western-style and Indigenous designs — unlike anything available.

"Each piece is individually designed and representational of my heritage, telling a unique story."

Named after inspirational Indigenous Australian women, each piece celebrates positive Indigenous female role models within the broader community. For instance, the Jessica set is named after Jessica Mauboy.

"I love the beach. I have great childhood memories swimming, surfing and camping by the beach. It's what I want to capture in the range."

"I also care about the environment, and we're evolving into a sustainable brand."

Liandra's swimwear fabric is made from regenerated plastics collected from the ocean. The packaging is from cassava plants, which is 100 percent biodegradable when left in

the elements — taking six months maximum to decompose safely.

"Each piece of our new collection is reversible too, creating two swimsuits in one."

Liandra Swim boasts two collections made up of four distinctive prints and 20 different designs — three full-piece options and eight bikini separates.

With low-cut, mid-cut and high-waisted options, you can wear what you want, depending on your personal style. The best part is there's a suit to fit everyone's budget.

Liandra Swim is exclusively available online and offers free express delivery Australia-wide.

"Our promotion is mostly through social media at present, but we're on track to turn our first profit this year, which I'm pleased with." **TQ**

CONTACT

Shop Now

@ info@liandraswim.com

@liandraswim

liandraswim.com

