



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Joy Taylor

Entrepreneur - Co-Founder Canvas Coworking



"If what you are doing does work then great, if it doesn't then try something new, and if that doesn't work at least you have learnt from it."

ABOUT

Joy is the Co-Founder and Community Manager of Canvas Coworking Space in Toowoomba, Qld, where she supports entrepreneurs by creating a collaborative community environment and hosting programmes designed to build capability, capacity and confidence. As the mother of two teenage children, Joy loves to travel with them to experience new environments, cultures and opportunities around the world. To encourage other mothers to lean in and create opportunities which combine their passion with positive financial outcomes, Joy developed the AIM - Accelerating Innovative Mumpreneurs programme which incorporates a holistic approach to managing business growth with family requirements and personal development, which she facilitates in collaboration with mentors from the local community. To support youth to create a path to make an impact, rather than just get a job, Joy is encouraging youth to explore the opportunities that entrepreneurship and digital knowledge can provide. Joy created Founderfest to provide teenagers with an entrepreneurship experience, in a guided and supported way, encouraging collaboration with peers and mentors, to recognise their potential by focusing on their strengths and the benefits of being part of a team with others that enjoy different aspects of business development.

In 2016, Joy became a Champion for CoderDojo, creating the local chapter of this international organisation that teaches children how to become creators of technology, by teaching them to read and write code. These activities have resulted in Joy being recognised as an Advance Queensland Community Digital Champion in 2016. Joy is excited by the opportunity to learn a lot more about the needs of the people, businesses and communities of Rural, Regional & Remote Queensland as part of a collaboration with the University of Southern Queensland and Ausindustry to create and deliver the WiRE - Women in Regional Enterprise program...connecting women in a way that will encourage collaboration, innovation and disruption to the status quo.

SEEING YOURSELF AS AN ENTREPRENEUR

- At the start of this endeavour I didn't believe I was an Entrepreneur, although as Canvas Coworking is a business, and a not-for-profit entity, that is not financially supported by the government and has been a solution to many business owners problems, I guess I could see myself as an Entrepreneur.

BEST PIECE OF ADVICE

- Execution is everything, if you don't make the time it won't get done.
- Implementation.



Australian Government
Department of Industry,
Innovation and Science





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MEANING OF SUCCESS

- I have a number of different measures for success:
- Within our business, success is seeing people come into the space and connect with each other.
- See our repeat clients every week.
- Business owners / Entrepreneurs' understanding what we have to offer them, and what the benefits are from getting involved.
- Staying in business is obviously a huge success - which could be seen as a personal gain, this is represented through the community's support.
- The measure for success within our business is repeat business.

FAVOURITE ASPECT OF BEING AN ENTREPRENEUR

- Identifying a problem and being able to work out what skills are needed to fix it, and then having the opportunity to share those skills with others.
- To help people.
- Working out a sustainable solution to a problem.

OVERCOMING PERIODS OF DOUBT

- Remembering that nothing is really stopping you from doing it.
- If what you are doing doesn't work then try again, and if that doesn't work again then at least you have learnt something new.
- Just give it a go.

ENTREPRENEUR SKILLS

- It is important to understand what you need done, just learn bits if a section of your business isn't a strong aspect it is alright to outsource.
- Learn to let go, realising that you can't be in control of everything, and sometimes people can perform a task better than you.
- Skill development can be witnessed as knowing a little bit and then outlining/outourcing what you want someone else to do - this is an efficient skill.

ANOTHER ENTREPRENEUR YOU ADMIRE

- Aaron Buckley is a leading Entrepreneur and is very passionate about and dedicated to growing and expanding other people's businesses. Furthermore, he will go out of his way to help other people and set you on the right task, so I guess I admire him.



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BARRIERS AND OBSTACLES

- Perception of the need from the community.
- Pre-conceived belief in people wanting help are willing to ask for help.
- We know people need the help, but sometimes we have to encourage and help show them in delicate ways.
- There is a community of people that understand now what we are doing, although the difficult aspect within Australia is people not asking for help thinking that you can do it all yourself.

SUCCESS FORMULA

- Don't be ashamed of your success.
- If you have an idea, share it, have people talk about it and get their opinion, how are you going to know if you don't ask?
- Talk to people.
- Discuss the Canvas model: write a business plan yourself (a page), make it clear and understandable.
- Be passionate and keep learning.

PARTNERSHIPS

- As I am in business with my partner, we believe in having a collaborative environment, with like minded people.
- No I in team.
- Be stubborn about your vision, but be flexible about the way you get there.

MENTORS

- I have a mentor, and I am one. I encourage having a mentor within business, there is so much value in regards to mentorship.
- You need to reach out to mentors and be open to the opportunity.
- If you are going to spend time with a mentor, you need to make sure you will get something out of the encounter.

BIGGEST LESSONS LEARNT

- Not to expect someone will support you or even build a relationship with your business.
- Don't take things too personally.
- Understand why the business relationship wasn't a good fit.
- Entitlement isn't always a good thing if someone is entitled they think something should happen for them, try not to be entitled.



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ONE AMAZING THING YOU WOULD LIKE TO CREATE OR IMPLEMENT

- Create a culture that accepts people for who they are and whatever stage of life they are at and to encourage them to take a chance.

CONTACT

- Web: www.canvascoworking.com.au