



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Julia Telford

Entrepreneur - Engage & Create Consulting



"Advice that I could give women, forget the words just and only, you are a business owner and an Entrepreneur that isn't 'just' or 'only'!"

ABOUT

Julia Telford is known throughout regional Australia for her work with regional small businesses and community organisations. Julia's business, Engage & Create Consulting, allows her to follow her passion of ensuring viability and vibrancy of regional Australia through project development using creative ideas and solutions. Julia works with businesses around three areas:

1. Strategy – mapping out the business and marketing opportunities
2. Resourcing ideas – grant writing and sponsorship support
3. People – team culture and communication

Two years ago she purchased a PR and marketing business to expand the business support that can be offered through Engage & Create Consulting. She is also one quarter of the Goondiwindi Business Hub, a venture she entered into with her partner and another couple from Goondiwindi.

The Hub is now home to 7 small businesses who have long-term tenancy, as well as providing hot desking and short term accommodation for other businesses. This has been a great addition to the Goondiwindi business community. Julia was listed as one of the Top 100 Women in Australian Agribusiness in 2014, and was a finalist in the community contribution category. She is President of Care Goondiwindi (www.caregoondiwindi.org.au) and a board member on Regional Development Australia for Darling Downs South West Queensland (www.rda.gov.au). She recently completed the AICD Company Directors Course as part of a Federal Government regional diversity bursary.

SEEING YOURSELF AS AN ENTREPRENEUR

- I don't think I have seen myself as an Entrepreneur, and I believe everyone has a different definition.
- I have grown into being comfortable with being spoken about and seeing myself in this Entrepreneur space, so I guess yes I can see myself as an Entrepreneur.
- Creating a difference, and helping those to change an issue into a solution and working out how to create something new, then if that is the definition I guess I am an Entrepreneur by default.

FAVOURITE THING ABOUT BEING AN ENTREPRENEUR

- Being a part of the greater good, being a part of creating good, which doesn't necessarily mean I am doing it myself, however I might be supporting others to enable them with whatever resources they need.
- Being able to help create a vibrant and regional community.

SELF-DOUBT AND ADVERSITY

- Having a group of people you can talk to, either mentors or a network to discuss business ideas.
- Knowing that you can ask for help.



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MINDSET: HANDLING DIFFICULT SITUATIONS

- I have grown up in an environment where my mother always encouraged us with the idea that we can do anything we want to do as long as we work hard and set our mind to it, that gave me the mindset to work hard and the expectation to do something with my life.
- I have a lot of support which helps work through those difficult times.
- Being able to communicate, and to reflect.
- Being able to be a part of something bigger, learn from mistakes and being able to explain to others how they were made.
- Family, contribution and sustainability - those core values are important.

VISION

- When I began I didn't really have a vision, although it did develop with generous support from friends and the community.
- I identified what people needed and I went from there.

HURDLES

- Admitting that you need a hand - it is okay to say you need a hand.
- To speak up and talk to mentors or friends about your ideas.
- Generosity from others was a bit of a shock - people were so supportive when I started!

A FORMULA FOR OTHER WOMEN

- Be clear on the stories we tell ourselves - don't overthink it, and don't always think it is going to be a disaster, believe in yourself and your skills.
- Remember you have skills, if you don't think so look back on your history, just dealing with family, friends or parties you have thrown, that is a skill to keep everyone happy.
- Don't doubt yourself, contact a few people and let them know that you can help them, communication is key in any business and be very clear how you can help them.
- Don't use the words just and only - forget those words, you are a business owner that isn't 'just' or 'only'!

FUNDING

- A lot of the funding came from my own pocket, and I obviously had my partner to help when needed in regards to other bills.
- Developing contracts was a priority when I started, also asking for money is allowed!



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MARKETING STRATEGIES

- Community contact.
- Social media: Facebook and Instagram.
- Make sure you know your demographic and where those you are targeting "hangout".
- Emailing is very valuable, so is the phone and having access to communicate through others in your network.

DISTINGUISHING YOURSELF

- The idea is to make it happen - I am in the pursuit of excellence not the pursuit of being perfect.
- Don't be a generalist be a specialist.
- I think my competitors have gotten me this far by helping me progress, in the end there is a lot of business out there just be selective - what clients you do want to work with, and what work you do want to do.

MENTORSHIP

- Mentors are a fantastic way for your business to grow.
- Mentors don't just have to be in regards to your own business - I have had mentors that probably don't know they are!
- In regards to personal and professional growth having someone to engage with and have a conversation about growing.
- Remember that it is okay to call your mentor or someone just to talk about progressing an idea.

BIGGEST OVERALL LESSON LEARNT

- Confidence is one big piece of advice, be confident in yourself, if I can't back myself then how can I expect anyone else to?
- I can't expect others to take my business seriously if I don't.

DEFINITION OF SUCCESS

- At the end of the day or at the end of the week if I have genuinely felt that I have contributed to something bigger than myself, I think that is successful.
- Success is something bigger than me, and that I have contributed to my community's success.
- On a personal aspect I would like to be financially secure.

ONE AMAZING THING YOU WOULD CREATE TO MAKE A DIFFERENCE

- Helping people develop themselves to be individuals and being proud of who they are and where they are from and finally wanting to contribute to the improvement of communities all around regional Australia.



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CONTACT

Twitter - @telford_julia

Instagram - @Engageandcreate

Facebook - <https://www.facebook.com/EngageandCreateConsulting>

Email - julia@engageandcreateconsulting.com.au