



# EMPOWERING *You*

to become the best  
version of yourself.

*Jane Marin*



FELICIA RICHARDSON



KATHY PAGET



SHARON MUSCET



KERRY HORT ROWE



JENNIFER SHARP



RACHEL MAIN



KIRSTY FIELDS





— MEET OUR —

# 8 FEMALE

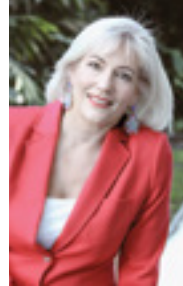
## THOUGHT LEADERS

— IN 2019 —

*Our Thought Leaders are the informed opinion leaders and the go-to people in their field of expertise. They are the trusted sources who move and inspire people with innovative ideas, turn ideas into reality and show others how to replicate their success.*

**FELICIA RICHARDSON**

A transformational leader, Felicia has proven analytical and visionary capabilities in transforming companies and their culture. Felicia's ability to create environments which nurture and develop stakeholders for mutual profit are fundamental to corporate success.



**KATHY PAGET**

With her vast financial knowledge and experience, Kathy is able to provide advice and guidance to a wide range of clients. She's been recognised nationally as one of RetireInvest's Top 10 Advisers for the past 14 years.

**SHARON MUSCET**

Sharon is Australia's leading healing and loss expert sharing the lessons of life, transforming the fear of death and celebrating the power of love. She is the founder of 'The Love in Death' movement.

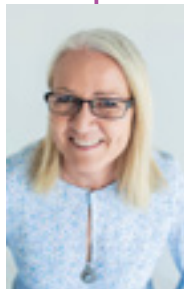


**KERRY HORT ROWE**

Kerry is a speaker, motivator, business advocate, HBDI Practitioner and the brain behind Brain Thinking. She enjoys seeing owners and managers light up when their customers and staff are happy and fulfilled and their business bottom line rises.

**JENNIFER SHARP**

Jennifer is an educator, coach, mentor, speaker and publisher who thrives on supporting writers to bring their stories to life. She keeps herself grounded with daily walks on the beach with her dogs, with coffee in hand.



**JANE MARIN**

Artist - Healer - Teacher

Jane uses art to heal. Not just herself but others. Her love and intention radiates through each piece. Her passion is in knowing that each piece of art that she creates is destined to heal its new owner.

**RACHEL MAIN**

A certified green designer, author and speaker, Rachel is driven to lead an emerging green home movement to create beautiful, natural, sustainable homes and interiors to inspire wellbeing in humankind.



**KIRSTY FIELDS**

As a social media native and a marketer with more than 20 years' experience in corporate events, Kirsty's created processes to launch successful events for clients by combining all her passions.

*Reach out and help others.*

*If you have the power to make someone happy, do it. Be a vessel, be the change, be the difference, or be the inspiration. Shine your light as an example. The world needs more of that.*

GERMANY KENT

Empowering *You* to become the best version of yourself

# FINDING YOUR ART AND SOUL

*Jane Marin –  
Artist, Healer,  
Teacher &  
Constant Student*

BY SUSANNAH PASK



Jane Marin describes herself as a soul artist, dancer, writer and bohemian.

One look at her work will tell you that she is a spiritual person whose art goes much deeper than the canvas upon which it is painted. Ask her and she will tell you it is the essential healing power of art that brings out her creativity and excites her passion. Her life is about giving others the opportunity to heal through what she paints and seeing them light up at her work is Y she does what she does.

In essence, Jane's artwork is about love - the love for what she does, the love that goes into her art and the love she hopes people will receive from it. It's about self-love, acceptance and the acknowledgement that we are all one. Combine her unmistakable passion with a technical talent that is undeniable and a direction that combines spirituality, soulfulness and healing and you have a powerful artistic force to be reckoned with.

'I believe that all art carries energy through the colours, shapes and symbols that it bears', she says. 'The art that I create also carries an energy intended to heal. If a piece of art is drawing you in, you are feeling those intentions through the vibrations belonging to that piece.' Jane produces original art pieces, prints, mandalas, gifts and digital and wearable art so that those who need healing can receive it in their own way.

Jane has always shown a creative flair. At the age of three she won a British television art contest with a collage of ice skaters. By the time she was in high school, she had discovered photography. Although she studied art, she never truly considered herself an artist.

In her 20s, she became ill with chronic fatigue syndrome and fibromyalgia, struggling with it for the next 13 years. Deciding to try and heal herself through a creative outlet, she started scrapbooking and dabbling in coloured pencil drawings and folk art. Having also started to work as an intuitive healer, in 2015 she began having

dreams about creating intricate mandalas to carry healing energy. She self-published a book called *The Mandala Oracle* with great response from people who had benefitted from their energy – and it was at this time that she also took up painting.

Her journey has not been a simple one. The beginning was far more complicated than just impulsively signing up for an art class one day, but that, in essence, was what happened. She started out preferring photography and graphic design but after a few painting classes she soon became hooked. She now also teaches monthly workshops at the Wattle Cottage Art and Wellbeing Centre located on her farm outside of Bundaberg. She also gives workshops for underprivileged girls through the YMCA and other programs that focus on mental health and domestic violence issues.

Her Y is about finding the meaning in life and teaching others how to find their own fulfillment. For Jane, the meaning of life is to heal yourself from the past and to find your joy and what makes you happy.

'Love is the ultimate healer, so my work is infused with love and created with the intention of healing its recipient', she tells us. 'Art heals through the vibration of its colours, symbols and light. If something is intended, it is. My art is intended to heal, to lift the energy in the room. If someone is drawn to a piece, then there is something within it that they need or want.'







'Art is Beauty,  
Art is Love,  
Art is Life'

### SHE HAS A WIDE AND ENTHUSIASTIC FAN BASE

'I love your artwork, Jane because it is from the heart and soul and gifted with love and compassion. It inspires me in my own enlightenment.'

SANDIE GAMMIE

'I love that your art flows from your heart out onto the canvas. Also, a lot of your paintings resonate with past lives.'

JUANITA VERAART

'I love your art because it is so unique. It's like nothing I've seen before and the detail is amazing'.

ANGELA ATHERTON

## JANE'S FUTURE PLANS

To create a strong online presence to enable her to reach more people.

To put together either a stand-alone or shared exhibition.

To expand her Wellbeing Centre so she can run multiple-day workshops and retreats, including purchasing a couple of bell tents for women's 'glamping' experiences.

To develop online workshops so more people can share in the healing power of art.

To expand her gift line.



# LESSONS IN LEADERSHIP

BY SUSANNAH PASK

## FELICIA RICHARDSON – CEO, ENVIROFLEX INSULATION

Felicia grew up in Elwood, a suburb of Melbourne, in an 'eclectic' community with a half-way house next door and a brothel down the road.

Growing up in a block of flats was a great environment – one of inclusion and mutual support. The sense of community she learned as a youngster became essential to her views on management and achieving societal good. Her father was a builder and both her parents were involved in buying, renovating and selling houses, so she was exposed to the renovation and building business early in life.

With solid credentials in business, accounting and computer programming under her belt, Felicia started working for the ANZ Banking Group, where she was recognised as a leader through their Talent Program and was exposed to outstanding training opportunities.

CEO at the time, John Macfarlane, renamed Human Resources to People Capital – a fundamental shift in mindset – and invested in staff 'wellness' programs, such as meditation, yoga and mindfulness. He also instilled in staff pride in their company by providing the opportunity to give back to the community with volunteer days. This was whilst instituting performance reviews with hard, non-negotiable targets, both departmental and individual, which were softened by the measurement of behavioural capabilities, the balancing reward for employees who sacrificed self for team outcomes.

This period formed the bedrock of

her leadership and management style. Recruiting people who are inspired by the team/company goals and values, incentivising them to deliver on both, educating them to increase performance and looking at the success of the staff holistically as intrinsic to the success of the company.

'I was managing a team in Australia of eighty people, and a team and manpower agreement with ANZIT (an Indian Information Technology Subsidiary) in Bangalore with 100 people. At this stage I had one child. In 2003, I found myself pregnant with twins and decided it was impossible for me to continue with my role and be the kind of parent I wanted to be. I then had another child - four in all', says Felicia.

In 2012, she began troubleshooting human resources issues for companies as a management consultant, where she found that what she had learned to be imperative for success was being ignored. There was little emphasis on staff development, retention and satisfaction, the result being that staff did not feel valued or committed to company success. She describes it as 'the great disconnect'.

In 2017, she started consulting for Enviroflex Insulation, a thermal and acoustic insulation company with a strong focus on sustainability. She and her colleague, Jo Sexton Bennetts, set about making Enviroflex the







*Giving people the opportunity for happiness through secure employment, positive organisational mood, a nurturing culture and opportunities to develop.*

FELICIA RICHARDSON

thermal and acoustic insulation experts and developing their team of specialists. Felicia was offered the role of CEO, after implementing process and procedural disciplines and transforming the culture to one where the staff are Enviroflex's greatest advocates for improving the customer experience.

Under her guidance, Enviroflex has been transformed into a professional organisation with a substantially female management team. She has created a culture where employees feel valued and understand their role in maintaining company health. Egalitarianism is actively encouraged. Employees ask questions and give opinions about processes and products, promoting a culture of continuous improvement. Felicia acknowledges that change often frightens people and large-scale transformation in the workplace can lead to anxiety and feelings of insecurity. Transformation implemented by nurturing, empathic people helps to mitigate these feelings in the workplace, creating a smoother transition.

And yes, of course, the construction industry is male dominated, but she stresses that the women she has recruited are not tokens. 'They are strong, educated, skilled women who don't require quotas to shine. They require opportunity. In every instance the best skilled and best "fit" applicant was employed.'

'It has been interesting to note that men will apply for a role with approximately 50% of the required skills whilst most women applicants are overqualified, particularly women coming back into the workforce after a prolonged absence. Companies do not know where to place these women. They are too experienced for one role but there's a perception that their skills have gone stale whilst away from the workforce. In every instance I have found this to be false', she maintains.

'Undoubtedly there are colleagues in the construction industry who would rather deal with their male counterparts. We are able to accommodate this; however, we insist on a work environment founded on respect and inclusion for everyone, and do not acquiesce to poor behavior.'



## PLANS FOR THE FUTURE

Increase residential and commercial market penetration in thermal and acoustic insulation by having the recognised 'go to' brand.

Boost company health through continued investment in staff and strategic asset acquisitions.

Broaden product offering using sustainable technologies and resources in partnership with universities, research institutes and the government.

Develop new markets, increase manufacturing functions and grow employment in Australian manufacturing.

Increase involvement in community initiatives by partnering with charities and government to support and develop opportunities for marginalised people.

Nurture a workforce highly invested in Enviroflex health and development, and who, with every interaction, exude Enviroflex's values and provide an excellent customer experience so that everyone is 'on the bus'.

Remain consistent to Enviroflex's vision, mission and values, to nurture an environment of continuous improvement where there are no 'sacred cows' and an environment that encourages respectful discourse

Be bold, be courageous and look toward alternative markets and solutions, always chasing the 'Big Hairy Audacious Goals!'

Continue 'spreading the word' by guest speaking at conferences and functions and sharing her decision to have a preventative double mastectomy. She is seeking to empower those who may be at high risk of developing breast cancer.

# FOLLOW YOUR ROADMAP TO FINANCIAL SUCCESS



KATHY PAGET

CFP®, DIP.FP,  
CO-PROPRIETOR AND THE  
MANAGING DIRECTOR OF  
RETIREINVEST WIDE BAY

BY SUSANNAH PASK

A licensed financial adviser for over 25 years, Kathy Paget learned about financial planning early in life. She is one of seven children and vividly remembers how her mum would divvy up her dad's fortnightly paycheque into a series of bottles so that she knew they had enough to pay the bills and feed the family.

'In a sense, this is what I do with my clients every day – I identify their goals and then show them how to allocate or deploy their money or investments to achieve those goals in the time frames that work for them,' Kathy explains.

For 10 years after leaving high school, she was employed in a variety of jobs where she learned to work unsupervised, to stretch herself and to go that extra mile – and above all, to never stop learning. So, when the opportunity came along to set up her own financial planning business, she did not hesitate.

'That was 23 years ago, and we now have four offices with four financial advisers and 16 support staff looking after 650 clients and managing in excess of \$260 million of our clients' investment dollars', she tells us. She opened her first office in Bundaberg in 1996, followed a year later by a full-time office in Hervey Bay and then two years later, the Maryborough office, then Coolangatta. As part of the RetireInvest Group, Kathy benefits from their strong brand identity and 40-year history in the business. They are a highly supportive, stable, yet innovative group, providing valuable resources to over 125 individually owned businesses such as hers, all over Australia.

She has two partners, who have been part of the business for 17 years and seven years respectively. They both bring different strengths to the partnership and they enjoy a highly

positive and productive relationship based on mutual respect and a strong bond of friendship. Through their advice and ongoing service programs, Kathy and her team help clients build their wealth, pay off their debts, prepare for retirement and live the life they deserve in retirement, without worry and stress.

And her Y? Kathy believes that every person has the right to feel financially secure throughout their lives, to understand what they need to do and why and to benefit from making smart choices about their money. In turn, this provides the confidence that they will achieve everything that is important to them. She helps people take control of their own future, their own destiny and to create a solid plan so that they can live their ideal lives.

'I believe that financial security is a right, not a privilege and that everyone deserves to create their own financial roadmap based on their values, their goals and their own financial destination. I imagine a world where everyone receives the best financial advice which continues to put them in a better position for the rest of their lives.

My favourite part of my day is working with clients, being able to clearly show them how they are tracking toward their goals or, even better, being the first to congratulate them on having achieved one or ALL of their goals. This brings me so much joy – sharing in their excitement of being able to finally own their own home, book that dream holiday, buy their next property, or to retire from the workforce with more than enough income to not only survive on, but to thrive on.

When I hear our clients say things like, 'if it wasn't for Kathy, we would not be where we are today' or 'we love the fact that we don't have to worry about our finances anymore, knowing that Kathy and her team are looking after things for us' – this brings me so much pride.'





‘SOME MAY SAY  
THAT WE ARE IN  
THE BUSINESS OF  
FINANCIAL PLANNING.  
I BELIEVE WE ARE IN  
THE BUSINESS OF  
RELATIONSHIPS.’

– KATHY PAGET

## PLANS FOR THE FUTURE

Kathy's plans for the future are multi-pronged:

**Clients** – to develop financial solutions for their clients through a lifetime relationship where their values and goals are aligned to every outcome.

**People** – to nurture a team culture where their people are inspired to develop, grow and succeed.

**Financial Growth** – to continue to be a profitable business through revenue growth, business acquisition and expense management.

**Internal Business Process** – to be a process-driven company that aims to deliver high quality advice and service to clients in a profitable and effective manner.

**Business Acquisition** – to be well positioned to take advantage of opportunities to purchase financial planning businesses or client bases with complementary business models, advice and service methodologies.

**Business Growth** – open additional offices in regional Queensland.

*‘Our business has no boundaries – we continue to develop and enhance tools and resources so that we can provide quality financial advice to anyone across Australia.’*

– KATHY PAGET

# CELEBRATING LOVE IN DEATH

BY SUSANNAH PASK

SHARON MUSCET -  
CELEBRANT, SPEAKER, WRITER

Australia's leading healing and loss expert shares the lessons of life, transforms the fear of death and celebrates the power of love.

Sharon Muscet is one of the most passionate, caring women you will ever meet. Her loving, life-affirming personality is what makes her so good at what she does. And she does it, ironically enough, at the most difficult of times for most people – the death of a loved one.

Sharon is a funeral celebrant, which means she comes into people's lives when they are sad and grieving for the loss of someone they love. In Western society, death is still considered a taboo topic and speaking about it creates deep discomfort and fear. Sharon turns this fear upside down because she maintains that life is about LOVE and death is a completely natural part of life. She is on a mission to change the conversation about death from fear to love and has conducted several hundred 'celebrations of life' for families grieving the loss of a loved one. She speaks about life and death to more than 1,000 people per week and describes death as 'LOVE in its purest form'.

Sharon is creating a worldwide movement in the way we view death, by changing society's focus from one of fear to one of love and through focusing on love stories and the incredible life lessons that can be learned from them. She has created a platform where individuals can share 'love stories' and celebrate the life of their loved one; offering them the opportunity to heal and be reminded that every single life has a meaning and a purpose.

It was in 2004, at the height of her corporate career as a public relations and marketing executive with a global wine company in London, that she had a 'freak' accident. She was on a work trip back to Australia and in her hometown of Adelaide when she

stepped on the tail of a stingray whilst in the water at Glenelg beach. She suffered severe health consequences and underwent a two-year long recovery.

Going from 60 to 70 hours working a week, to being in and out of hospital and lying in bed with her foot up for two years was extremely challenging. She underwent ten operations and had a permanent PICC line inserted in her arm that constantly delivered the harshest of antibiotics. They were so strong they turned the whites of her eyes orange.

On two occasions there was talk of amputating her left foot and on two more occasions she nearly lost her life. After one of her operations, she developed a pulmonary embolism in her lung. Sadly, after the blood clot, she had to give up her job. It took her two years to be released from the hospital for good - and for the next five years, due to further foot complications and another surgery, she became a stay-at-home mum, raising two amazing boys. She took up singing, meditation and studied alternative healing to help in her lengthy recovery process.

In 2011, her best friend's father passed away and Sharon was asked to conduct his entire funeral service. She hesitated at first, but that day changed her life.

'Being able to be there for all of them, at one of the saddest times in their lives and deliver a beautiful service that they will remember, was so rewarding for me. It was whilst driving home I had this incredible feeling wash over me. It was the moment I realised I had just "lived on purpose". It was an incredible moment. I have been living on purpose ever since', she explains.

Sharon has an unshakable belief in what she does. 'I can't describe it. It's like from the day I undertook my first service, I knew I had found my calling and was here for a purpose', she adds. 'When I work with a family, let's say a family has just lost their child, it is unfathomable what the family goes through. It is incredibly emotional and

difficult. I feel if I can make just a small difference to this family at the most difficult time in their lives, by honouring their child in a beautiful way, then I have been of service to them. I have no words to describe that. The work I do comes from a place in my heart, of deep love and connection. I know that through sharing 'The Love in Death' it can help shift society's perception and aid in people's healing. I know that the life lessons can inspire people to live a richer and fuller life.

It's the fear that I see all the time. I want to change that and help them to see LOVE in its purest form.'

Sharon is no stranger to death, and has personally faced it several times. She understands how to cope with grief and her own brushes with death have helped her be there for families who are mourning. Her kindness, compassion and empathy are of great comfort to them. As a funeral celebrant for eight years, she's helped over 850 families grieving the loss of their loved ones, feeling their fear and its devastating effects when families are not prepared. She has come to regard death as LOVE in its purest form – and describes herself as in the industry of LOVE.

'I hear someone's most personal feelings about LOVE when their loved one passes. It is the greatest privilege for me to sit with them and hear that. I hear the most incredible love stories. I see the love a parent has for their child and a child has for their parent. I hear stories of dysfunction and being torn apart by love. Yes, I see hearts breaking in front of me, all the time, but it's born out of love. Through this work, I have learned the most incredible life lessons. I see it as my purpose to share these lessons with the world', she says.

'Today, more than ever in our society, we need to eliminate unnecessary fear. We need to talk about death and be better prepared and take responsibility. We do this by changing the way we view death. As Dr. Wayne Dyer says, "When we change the way we look at things, the things we look at change".'



## SHARON'S PLANS FOR THE FUTURE

We asked Sharon about her future plans. They are bold, ambitious and full of, well, love. She is starting a worldwide 'Love in Death' movement to change society's perceptions about death from fear to love, so that more people can be helped through this natural life transition.

Here's what she has on the horizon:

She is determined to connect with **Oprah** and become a **bestselling author!** That's how big she feels the movement can go. 'It is about the number of people's lives that can be changed and the healing that can take place', she says.

Expand her **keynote speaking** roles around Australia and on the world stage. She has been asked to speak in Las Vegas on the 23rd and 24th of July at the inaugural **Global Women Empowerment Conference 2019**. Speaking topics include – '7 Life Lessons Learned through Loss' and is described as: *'Time is precious, life is fragile, and we are all here for a reason. With wisdom and grace, Sharon shares powerful and moving stories of those passed to inspire you to reflect on your own story, motivate you to step forward in the direction of your dreams and bring light to ways you can live your best life.'*

Continue speaking on the corporate circuit about grief and loss in the workplace – a 'silent' occupational phenomenon that affects 25% of workers and costs Australian organisations more than \$6.5 million annually for failing to provide adequate intervention treatment.

Release her first book, **7 Life Lessons Learned Through Loss**.

Continue work on her second book, *The Love in Death – Love Stories of those Passed*, which is currently in progress. This is a *Chicken Soup for the Soul* kind of book.

Expand the **Love in Death Facebook group** – a platform where loved ones can celebrate the life, meaning and love they have for a special person who lives on in spirit.

Continue her work as a **celebrant**. As a celebrant, Sharon writes and delivers a unique 'celebration of life' that captures the essence of the person who has passed away, as well as the meaning and purpose of their life. She offers a live broadcast for people unable to get to the service.

Develop her own podcast series called '**Life Lessons & Love Stories**'.

Write a **weekly blog** about 'Life Lessons & Love Stories'.

Launch her **e-book** later this year called **Preparing to Pass**, which gives insights into how to cope with grief and loss and how to prepare to pass.

Expand her web presence to become Australia's go-to website for healing and loss.



*I don't work in the death industry. I see it that I am in the industry of love.'*

– SHARON MUSCET

# The Brain Behind Brain Thinking

BY SUSANNAH PASK

## KERRY HORT ROWE, BUSINESS ADVOCATE

Kerry Hort Rowe, CEO and Founder of **Brain Thinking** is a business advocate with a passion for helping to create an amazing work environment for staff and clients alike – and, in turn, helping businesses to grow and thrive. She works with all kinds of clients, from beauty salons and spas to accountants, artists and building and manufacturing companies. She particularly enjoys interacting with customer service teams in the retail space to improve their performance.

Kerry has a 38-year background in the beauty business and corporate world. She applies the successful lessons she learned there to a wide variety of different business situations. Kerry is also a great speaker and motivator, empowering and energising staff to outperform all expectations. She has a soft spot for small companies and has first-hand experience of how tough it is to wear many hats and how small decisions can often mean the difference between success and failure.

Her personal life has not been smooth sailing. She is a wife, widow, mother and grandmother and has been through tough times to become the strong, motivated woman she is today. She was a successful, driven, award-winning young hairdresser and she got married, raised a family and ran the household while managing her own business. In 2003, it all came crashing down when her husband died. She was alone, with four children and debts to pay. As a way of figuring out who she was and what she should do next, she took a Herrmann Brain Dominance Instrument (HBDI) profile test. It was to prove a useful tool in her future consulting business.

Now a qualified HBDI Accredited Practitioner, she helps clients become successful in life no matter how small or big their goals. Attending many sales and management courses over the years has shown her that there are two common characteristics of successful people. They are not afraid of taking a chance and trusting themselves and they plan their work and work their plan.

Her company is called **Brain Thinking** and she explains why she chose that name.

KHR – Our **brain** never stops **thinking**. I have a passion for helping people understand their own thinking whether personal or business, especially how they think under pressure as this is often when they make the wrong decisions and mistakes. I'm teaching people how to excel in their thinking and eliminate that pressure allowing them to make the right choices with ease.

There are three parts to my business. I'm a **business advocate**, **motivational speaker** and **HBDI Practitioner**.

As a business advocate, I was always labelled as the 'Mum' of the group as I've always had this nurturing nature and ability to empower people. I've found that I've become a leader in my own right. I don't ever tell people how they should run their business, but I'm a fresh set of eyes that can tweak a few things that they haven't seen or thought of, which makes their business better. With my tips and tweaks it raises their bottom line. I love seeing their eyes light up when they regain their passion for what they have created. Also, I like knowing that the staff loves coming to work, now as a formidable team.

15 years ago, I had a HBDI profile done, which helped me take the emotion out of my business and personal decision making. It has helped me in ways I couldn't imagine. So, I became an HBDI Practitioner and with this extra tool, I'm able to add that extra wow to the business I'm advising.

YMag® – You are a great motivational speaker. What led you to do this?

KHR – I always considered myself a strong, independent woman, but over the past 16 years life has tested me dramatically and I have discovered that I am stronger than I thought. I fell into speaking about my life. I've always wanted to be strong for my girls, so they can become strong, independent women and I wanted to be strong for my sons, so they were not afraid of choosing strong, independent women for their wives.

It was what came after my husband's death that really tested me as a woman. It's this that I speak about, dealing with Centrelink and the tax department. And I fell seven feet trying to clean the gutters! With all of this we had no life insurance, so I had to sell everything and start again.

Things were starting to come together for my family, when our daughter had a car accident and broke her neck. This was a whole new tragedy that rocked our family. Let me come and motivate your staff on my story. It's not what you go through, BUT how you come out the other end.

YMag® – How do you work with clients to improve their business?

KHR – I'm able to go into a workplace and see what they don't. I'm a fresh set of eyes to look at how they do and don't do things. When you are in your workplace all the time, you don't often see what others see. With a comprehensive assessment and diagnosis of the problem areas, I help them take action and tweak things! I don't go in and change their business, but instead help make it a better version of what they already have.



*Every choice you  
make creates a  
ripple effect.*

– KERRY HORT ROWE



## KERRY'S PLANS FOR THE FUTURE

Kerry loves the motivational speaking role in her business and enjoys sharing her story about building a successful life. It's not what you go through (as we all have a plethora of life experiences) but it's how you come out the other side. It's the lessons you learn and how you apply those to your future.

Kerry would like her business to go in the future to:

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Motivating women.

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Empowering young girls to be strong and believe in themselves.

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Motivational speaking at conferences.

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Becoming known as the WOW woman for your business!

Kerry loves life and all that it has thrown at her. She's embraced her challenges and turned them around to give her strength. She wants to share that with all who need it.

Empowering *You* to become the best version of yourself

BY SUSANNAH PASK



# Mentoring INDIE AUTHORS

JENNIFER SHARP – MENTOR, SPEAKER,  
PUBLISHER, CEO & FOUNDER OF  
DAISY LANE PUBLISHING

Jennifer Sharp discovered the power of words at a very young age. She adored English at school, listening to stories and then writing her own. She still writes to this day. She eventually became a classroom teacher, coaching and mentoring other teachers along the way. They confided in her, sharing their struggles in the classroom and in their everyday lives. Many had lost their confidence as professionals and just wanted to share their stories with someone.

Jennifer decided to give up her day job to pursue publishing. Books were always a part of her life and she felt there were stories from the heart that needed to be told. She came to realise that she wanted, and needed, to do things differently. She considers the traditional book industry to be behind the ball.

'It needs a good shake up, it needs to be disrupted', she says. 'No one wants to wait at least three years to get their story into print.'

Frustrated by the prolonged submissions process that is the norm, she couldn't understand the lack of control authors had over their own books and was surprised that none of the larger publishers seemed to be adapting to the times.

At the end of the day, she knew no one was going to work harder than she would to produce the best possible version of her book, and no one else was going to put in the insane hours needed to get an unknown author and title in front of new readers. She wanted creative control over her own work and control over the production schedule and marketing.

So, with a brilliant mentor by her side, Daisy Lane Publishing was born. The concept was to mentor and nurture aspiring authors, supporting them in every aspect of their journey.

Daisy Lane was different from the very beginning. It is a small, independent publishing company, not a giant publishing house with too many authors to manage. Daisy Lane understands that you're not just publishing your work; you are publishing a journey you have probably been on for a quite a few years. It is your dream. Daisy Lane wants

this journey to be the best positive experience it can be, and Jennifer creates a special space for your story to be produced and shared with others. She has a small, tight-knit team and once a new author is welcomed into the fold, they're part of the family. She prides herself on great communication and team spirit. Processes and wait times are streamlined for the authors and guidance and support is provided at all stages along the way.

It's been more rewarding than she could have imagined. She has just signed two more authors, both international, with another two Australian writers coming on board soon – and she is incredibly passionate about sharing these stories and launching new authors' careers.

What makes Jennifer so passionate about what she does?

It goes back to her childhood. She vividly remembers visiting her grandparents' home every Sunday, walking down the drive to the side door and looking at the daisies. She would climb on her grandfather's knee and he would read to her – until he passed away and was no longer there. He was never spoken of again and she was never read to again, losing that precious feeling of being safe and loved. She has many fond memories of walking down that drive and smelling the daisies – hence her company name, Daisy Lane Publishing.

Growing up, she was told that females didn't need an education. Consequently, she spent her primary and high school years hiding out in the library, never socialising and with no friends. She educated herself, put herself through university and became a teacher. Books were the only 'things' she could trust.





Jennifer stresses the importance of books in a child's life – and to that end she offers children's writing workshops to spark the imagination and inspire young writers across Australia and New Zealand.

'Books empower. Books give strength and offer hope in so many ways. Books inspire, motivate, give courage and drive passion regardless of one's age', she says.

Jennifer recalls several authors whose books she has published, and how empowering it has been for the authors and readers alike. One is a highly successful picture book that gently discusses the mental anguish children go through when being fostered then accepted as one of the family.

In 2020, Jennifer will be publishing another children's story that promotes the power of teamwork and the acceptance of individual differences. Another author she has mentored wrote about her battle with multiple sclerosis; she knows she will eventually succumb to the disease but meanwhile, her books have raised money for the Multiple Sclerosis Foundation. She's also published an empowering story for young readers, with proceeds going to a charity to help raise money for the education of girls in Kenya.

'My publishing business continues to grow and the stories I publish – whether it be a children's picture book or an adult novel – inform, educate, empower, give strength and offer hope to those who read them'. – JS

*Books empower. Books give strength and offer hope in so many ways. Books inspire, motivate, give courage and drive passion regardless of one's age*

## Future Plans...

To continue to publish both national and international authors.

To reach out to more writers across the country who need to share their stories by holding workshops and giving one-on-one mentoring.

Attending speaking events – national and international.

Holding workshops on publishing from the beginner to the experienced.

Holding workshops on writing from the novice to the experienced.

Creating heart-centred retreats for the writer and storyteller. Retreats that help and support women to find their voice through self-worth.

To expand her second company, Creative Collaborations, with Jennifer Sharp.

Attend networking events for the businesswoman.

Begin blogging with monthly guest speaker.

Continue building my tribe.

# Bringing wellness into the home with Green Interiors

RACHEL MAIN  
CEO & FOUNDER –  
GOOD & ECO INTERIORS

Interior designer, Rachel Main, is at the forefront of an exciting new trend in home design – healthy, eco-conscious, sustainable, ‘green’ interiors. The green movement has taken off in virtually every other consumer goods business, so why not in interior design? There are more and more ‘green’ products available these days, from odor-free, zero-VOC paints to solar paneling, bamboo and cork flooring, kitchen cabinets made from recycled paper and good old-fashioned recycled antique furniture.

Rachel excelled at high school in all subjects but didn’t know what she wanted to do as a career. So, she studied accounting at university before ultimately switching to marketing. She took naturally to developments in IT and led a major New Zealand bank to launch its first website and another major bank, its first customer-driven internet banking service for retail and business customers.

A dormant love of renovation and interior design rose to the surface, however, and she relocated to Sydney to study interiors, graduating in 2008. After drifting back to corporate work to make ends meet, she took a redundancy and enrolled herself in a course to become a Green Certified Designer.

Green design has always been part of her own personal and environmental awareness journey as she had allergies growing up. Paint, synthetic rubber and plastic shoe fumes gave her instant headaches and she was also allergic to pollen, grass and dust. She lost her mother at the age of only 54 to motor neuron disease (MND), a devastating, crippling illness. One suspected cause of MND is environmental. Her beloved grandmother then passed away from cancer shortly thereafter. As a result, she has been on a journey from early adulthood to investigate ways to eliminate allergens and chemicals from daily living.

‘Whilst many more Australians now have the chance to work in a green building, with 20% of Australia’s CBD office spaces certified green, few live

in a green, sustainable or healthy home’, she says. ‘But with high levels of humidity in coastal areas, which is where the larger cities and population are, mould is a major health issue in homes and asthma rates in Australia are on the rise with 11.2% of the population suffering.’

‘There is an emerging green movement in all aspects of life with a global, trillion-dollar wellness industry, but whilst Australians are spending time and money on fitness, yoga and organic food, they’re not aware of how their homes could be making them sick through dust, mould and VOC chemicals. Pregnant mothers, allergy and asthma sufferers and wealthy aging baby boomers are among those seeking healthier home paints, appliances and gadgets’, she explains. Designers are increasingly responding by creating more natural, eco-friendly, sustainable furniture and homewares. You can even buy furniture made almost entirely from plants and crushed plastic children’s toys. Here are some tips from Rachel:

- Don’t buy new if it’s not necessary.
- Reuse a tired sofa by reupholstering it.
- Look for second-hand pieces or antiques.
- Convert and paint furniture you already have. A stool already in your home can be converted into a side table.
- Buy furniture with an extended use, such as cots that convert to junior beds.

And Rachel’s own personal style? It’s all about colour.

‘Colour is everywhere. So, it is of concern to me to see the heavy use of eco plywood in green homes. It’s becoming the new beige. With ready access to natural, nontoxic and even vegan paint and waxes today, colour can be introduced into these sustainable interiors to bring joy and influence our energy and mood, where it’s needed. I’ve always loved mixing old and new together, so in my home you’ll find vintage and street finds alongside new designer investment pieces – plus, of course, the layering in of natural textures in fabrics’, she tells us.

She’s also a big fan of biophilia design. This design technique brings in nature in the form of plants to purify indoor air and create calming, nurturing interiors.

BY SUSANNAH PASK



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*To influence today's and tomorrow's future, for better wellbeing for humans and the environment.*

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## Future Plans...

Implement local and international consulting and coaching to help guide as many people as possible.

Build a design directory as an online platform to make it easier for consumers and designers to easily source healthy and sustainable interiors products.

Continue to travel the world to keep abreast of trends and find amazing products.

Design my own range of furniture and homewares. I have a bedside table in scale prototype and I'm selecting sustainable materials at the moment. It will include wellness benefits too. I'm also concepting another piece for the home to help with recycling.

Develop a concept store – like a natural furniture and interiors showroom.

Continue consulting with a pre-fab home build start-up to create an affordable first home product with sustainable features.

Introduce green hotels, retreats and accommodation stays. I'd like to create an accommodation stay so people can experience what a green and healthy home is like. It would be a great education platform.

# SOCIAL OCEAN HARNESSES THE POWER OF SOCIAL MEDIA



BY SUSANNAH PASK

KIRSTY FIELDS, CREATIVE DIRECTOR & OWNER OF SOCIAL OCEAN,  
EVENT & SOCIAL MEDIA MANAGER, WORKSHOP SPECIALIST

Kirsty Fields has over 20 years of experience in the event management business. She has coordinated everything from kids' events to national sports games. As an eager student of modern digital and promotional techniques, she has expanded her business into new areas of marketing expertise to offer her clients.

She offers many types of workshops to help train companies in social media, digital marketing and branding, and can provide training to accommodate anyone.

We caught up with her recently.

**YMag®** – When did you start your business?

**KF** – My business evolved after a friend contacted me to ask if I could assist the Professional Teaching Association, with their state-wide conference management. That was in February 2017. I was in shock after losing my job as a marketing manager at a private college and my husband was in the middle of negotiations for a job in Texas, U.S. – and I wasn't actively job hunting. Conference management required me to have my own ABN and that was how Social Ocean started.

**YMag®** – Why did you add events and social media management services?

**KF** – Prior to my marketing management role I was a relations manager at the largest rugby league club in Queensland for eight years. I'd helped initiate and manage their digital and social media accounts. As a volunteer community, however, it was

easy for us to identify their potential as a marketing tool.

Like so many people, I had my own MySpace and various other social accounts from my uni days. I had also used Facebook, but not as a business tool. It wasn't anything anyone imagined back then.

I fell in love with the ability to 'meet' and reach others online. But more than that, social media allowed me to sell tickets to events, invite people to support philanthropic activities and move them emotionally. It was the realisation of social media's power to assist business owners to relay their message online that led me to adding social media as a focus in my business.

The events side of my business has been something that's come naturally to me. I started managing events in the late 1990s and, with every career change I've had, my events experience was identified and used by my employers along the way.

**YMag®** – It sounds like you've been involved with lots of different event experiences. What are some of the most memorable ones?

**KF** – In 2016 I worked with the Queensland Police Service to launch a public campaign at a local sporting event. On the day we had police puppies, horses and the highway patrol cars all kitted out – combined with State Ministers, the Police Commissioner and various other government officials. It was a memorable occasion.

I enjoy providing clients with a different perspective. One of my client's seminars are always held at a local pub, so guests can have a steak lunch with jugs of beer, allowing them to network more casually. Another client now has a successful trade component to their quarterly conferences, which has increased their revenue and built ongoing professional partnerships.

**YMag®** – Tell us about your workshops. What kinds of programs do you offer?

**KF** – There are different formats for my workshops, depending upon the audience. I run small group workshops a couple of times a year on various social media and event planning topics. Currently, my most popular workshop topic is content creation. We sit in a quiet space and extract the business information from within each participant to get it ready to present online.

This year Canva, Instagram and LinkedIn are popular too. Business owners are realising there are special techniques – hacks even (I love that word!) that can help amplify their efforts in connecting with others.

**YMag®** – Who are the people you work with in workshops?

**KF** – Most workshop attendees are sole owners and entrepreneurs in start-up and initial building phases of business. Having an intimate group scenario improves their comfort level and provides new opportunities to connect with their next collaborator or referral partner. Their incomes





are yet to support outsourcing, but they are aware of the importance of activity online to create awareness and start new business friendships and collaborations.

I run my own events the same way I'd coordinate conferences, seminars or sales events for clients – bespoke in content and design.

**YMag®** – What makes you passionate about what you do? What's your Y?

**KF** – There's something deep-seated in me about showing others that they don't have to be rich financially to be rich in knowledge. I don't believe everyone needs to 'know it all'. I want to share with others what will be helpful to them, to make a difference in their businesses and to help them succeed instead of overwhelming them with everything they're 'supposed' to know. Let's use what we need – not just what's hot for a minute.

Every one of my client's successes is my success.

There's also something special about looking at the faces of the people who are attending events. I usually set a target for my delegates and guests to have more than one 'light bulb' moment. I call it a 'light bulb' moment because you can see their eyes become wider and brighter, and it's often joined by a smile. It's a physical identifier to me that we've hit the mark – and it's a priceless moment to me!

## Plans for the future...

My goals for the future are based on what I've learnt as a business owner. The first year was tough and I certainly couldn't have survived without a second income in the house, but it taught me how to build a professional audience of my own, establish a referral network, connect with like-minded peers collaboratively and build a business from \$1000. For 2019/2020, I'd like to show others how having a few dollars can create maximum impact and generate what success means to you.

My immediate goals as one of the 100 Small Business Digital Champions businesses from around Australia is to kickstart two online programs. One will support businesses with social media, and the other will support those looking to build their business using events. Social Ocean will be undergoing a digital transformation to support these programs and allow me to reach a national audience.

I don't think I'm prepared to become an author – working with social media is always changing – so, by the time I published something, it'd be out of date. However, I have template booklets in the works. These are perfect for time-poor business owners who struggle to put time aside at the computer to plan their content.

It feels like a distant dream still, but I'd like the template booklets to lead into a social media planner for marketers, social media managers and business owners. There just isn't one that combines social media with a great diary – it's something I find myself searching for every November and December without success. I'd love to hear from other business owners if that's something they feel would be useful.

EVERY ONE OF MY  
CLIENT'S SUCCESSSES  
IS MY SUCCESS.

“  
- KIRSTY FIELDS



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The most  
alluring thing  
a woman can  
have is  
*confidence.*

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