



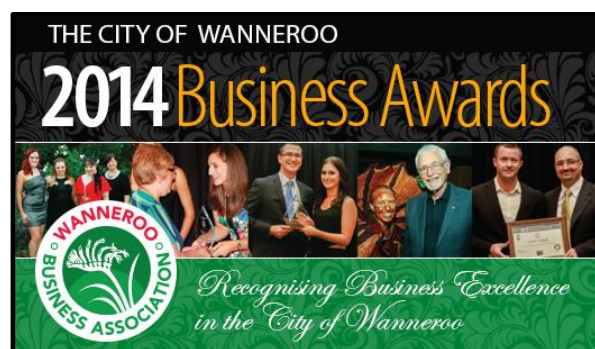
City of Wanneroo 2014 Business Awards Winners

Congratulations

To all winners and finalists in the City of Wanneroo Business Awards 2014!

Master of Ceremonies Basil Zempalis took guests at the Gala Dinner Presentation through an evening of fun, fine food and camaraderie as business excellence was recognised at the red carpet masquerade event at Bridgeleigh on Thursday 27 November 2014.

It was an amazing night; culminating with Rod Greene being announced as the 2014 Mayor's Visionary Business Person Award. Rod opened Greene's Tyreplus Wanneroo in 1988 and has been successfully operating for the past 26 years. He is also one of the founding members of the Wanneroo Business Association and prominent community member, best known for his involvement in and support for the Wanneroo Amateur Football Club.



2014 Wanneroo Business Award Winners and Runners Up

Award	Winner	Runner Up
Best Business Award:		
• 20 and Over Employees	Roads 2000	PSS Group Ptd Ltd
• Over 5 and Under 20 Employees	Quality Printers & Cartridges	Chocolate Drops
• 5 and Under Employees	Talent Co. Dance & Entertainment	The Healing Rooms
Most Innovative Business Award	Little Gumnuts	Ausind Solar Intl
Home Based Business Award	Grants Empire	Seetrees Accommodation
Environmental Sustainability Business Award	Quality Printers & Cartridges	Little Gumnuts
Tourism & Hospitality Business Award	Chocolate Drops	Cosmic Cocktails & Catering
Training Business Award	PSS Group Pty Ltd	Roads 2000
New Business Award	Little Gumnuts	Trans Genesis School of Yoga
Marketing Business Award	Quality Printers & Cartridges	PSS Group Pty Ltd
Customer Service Award	Fortuna Accountants & Business Advisors	The Healing Rooms
Manufacturing Business Award	Roads 2000	Streetside Advertising
Employee of the Year Award	Gemma Orford, Chocolate Drops	Chris Evans, Greene's Tyreplus
WBA 2014 Member of the Year	Peter Armstrong, Populus Performance	
Mayor's Visionary Business Person Award	Rodney Greene, Greene's Tyreplus Wanneroo	

Interview with Lee-Anne Groenewegen, Owner of Little Gumnuts

- Winner of the Westpac Best New Business Award
- Winner of the ECU Faculty of Business & Law Most Innovative Business Award
- Runner Up for the Lend Lease/Alkimos Beach Environmental Sustainability Business Award

Little Gumnuts offers nature inspired education programs for children aged 2 years onwards.

Q: Little Gumnuts was nominated on three occasions during the Awards Ceremony. What makes your company brilliant?

Lee-Anne: There is no other program like Little Gumnuts in the North-West Perth region. It's about giving children the opportunity, space and experience to connect with nature as something valuable that will make a difference in their lives for the longer term. Little Gumnuts offers small classes and a child centred progressive holistic approach to education that aims to foster emotional and social intelligence. The educational curriculum is facilitated through play, in the natural environment. Who wouldn't want to learn and play in the best playground on the planet - Nature!



Q: How did you come up with the idea?

Lee-Anne: I was upgrading my qualification from Primary to Early Childhood studying at ECU and I noticed how so many schools were putting pressure on young children to read and write at such a young age and especially how the 'push down' curriculum was affecting them. I wanted to offer more than what mainstream education was offering and I wanted to work with young children who had not started formal education yet; and there were not many three year old programs in and around the area, so it seemed obvious to start nature inspired education programs that were unique and valued within the community.

Q: Did you set out to become an entrepreneur? Please tell us about your professional journey.

Lee-Anne: If you had told me three years ago that I would have been an 'Entrepreneur', I would not have believed you! I simply started a business doing something I was passionate about and loved. I identified a gap in the North West Region, took a leap of faith and fortunately the business has proven to be successful and is growing from strength to strength. I was a classroom teacher in South Africa and Australia for 13 years, and taught children from 5-10 years. While studying to upgrade my teaching qualification and studying a Cert IV in mentoring and coaching I became inspired to move away from classroom teaching and start my own business. I had never run a business before, even though I had dabbled in selling crafts at markets and selling educational toys to parents.

Q: What challenges did you face when starting up your business?

Lee-Anne: Fortunately, at the time, I was busy studying a Certificate IV in Mentoring and Coaching with the Global Coaching Academy in 2012, which helped me build a foundation for the business and provided me with the necessary tools in how best to work with the children and their parents. I also had the support and guidance of my Business Mentor to motivate and keep me accountable. Right from the beginning, she helped me define my values, vision and mission and brand identity, which gave me a sense of direction. One of my biggest challenges was the Marketing and Promotion; how to get the word out on a 'shoe string' budget, as it has all been self-funded. From being a classroom teacher to entering the business world provided me with valuable learnings. I have learnt about websites, logos and

advertising, I learnt about the financial aspects of running a business, the importance of writing a business plan, writing policies and the list goes on.

Q: What do you like about doing business in the City of Wanneroo?

Lee-Anne: I love working at the Gloucester Lodge in the Yanchep National Park. The area around the Lodge where we spend our time is full of endless learning opportunities and the park is just beautiful. It's exciting to work in an area with a growing population, who are so supportive of my new business. I have been pleasantly surprised about the level of community support.



Q: What is the best thing about being a business owner?

Lee-Anne: I love the variety of work that I do, no two days are the same, as I get to teach the gorgeous Little Gumnuts, plan fun and exciting learning opportunities for them. I enjoy meeting new parents and getting to know them and their children, as we embark on a learning journey together. I also enjoy the freedom and flexibility of setting my own hours and knowing that all my hard work is for something that I love and am passionate about.

Q: How did receiving two WBA Awards help raise visibility of your company?

Lee-Anne: I was able to promote on social media and in the local newspaper which gave me the added exposure. Winning the award has certainly given the business more credibility and stamp of approval; and now more people and other businesses in the area are aware of the Little Gumnuts. Also, I found it very valuable to use the Awards Application process, as an opportunity to review the progress of my business. Since winning the award I have continued to build up the momentum and flow, which will lead me into the next phase of the business - some of which has come about sooner than I'd originally planned.

Q: What are your projects for 2015?

I am planning to start several projects: a *Homeschool Gumnuts* which will compliment the curriculum and focus on collaboration and inquiry based learning - we will work on projects based on the interests of the children. I am also planning to start a *Kindy Gumnuts* for Kindy children on their day off – the program is a continuation from the Little Gumnuts Pre-Kindy program. I am thinking of a 'Pop-up Playground' which will enable me to take the Little Gumnuts program to other areas within and around Perth. A Little Gumnuts shop may open in May as I would like to support local crafts people in their businesses. Later in the year I would also like to start an afterschool nature club and a nature club for families.



Q: If you could give someone a piece of advice if they are considering starting a business, what would it be?

Lee-Anne: If you have a dream and a vision, I would say "believe in it!" plus persevere and work hard at manifesting your vision. Also, having a business coach and mentor helped me clarify my vision, values, business philosophy; and how best to market my brand. Lastly, get support from your local community, it is out there! I could not have achieved as much as I did without it, in the past year.