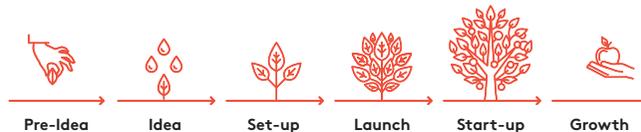


Joanne Diver, The Backyard Garden Enthusiast

An “enthusiast” spreading the joy of gardening and being outdoors, by growing and selling seeds, primarily as gifts, but also for you, in your own Backyard.



“Do it! If you’ve ever had an idea, business or otherwise, just do it.”



Sister since 2016

Joanne lives living in Albury/Wodonga, in the regional NSW/VIC border area with her husband and two children. Joanne found herself as a woman over 50 in a regional area, facing a career change and seeking a sense of purpose. She had multiple business ideas and was unsure which one to pursue. Joanne joined Global Sisters in 2016 and was profoundly impacted by how the My Big Idea workshop focused her business idea around her skills, passions and market.

The Backyard Garden Enthusiast started in her own garden space and expanded to the adjacent unused block of land she acquired with her husband. Joanne started her seed business as a way to inspire creativity and encourage a curiosity in nature and the outdoors.

Joanne now grows, harvests and packages all the flowers, herb and grass seeds and some of the vegetable seeds from her thriving backyard. Joanne describes her seeds as “tiny capsules of joy and hope that make fabulous gifts.” She also runs workshops and experiences for groups.

How Global Sisters is making a difference

Joanne participated in Sister School, which she felt was not only practical but also a safe place to learn and connect. She gained skills and knowledge from the program as well as the critically important sense of connection and sisterhood from other Sisters who supported and encouraged her along the journey.

She received support from a branding expert, which not only helped Joanne to develop her brand but also in gaining confidence and clarity on which direction to take.



A defining moment in Joanne’s journey with Global Sisters was her participation in the 2019 national Sister Pitch event in Melbourne. Joanne was able to convey the uniqueness of her business and how it is a true reflection of who she is and what inspires her creatively and in life- and importantly to secure the financial and pro bono support needed to grow her business.

When COVID hit, Global Sisters supported Joanne in identifying ways for her business to pivot digitally. Despite the overwhelm of the context, Joanne kept engaging with Global Sisters and exploring ways to continue moving forward: “Global Sisters keeps me focused and aware of new ways of thinking, technology, in touch with others.” Joanne’s products were included in Global Sisters Care Pack, a curated gift package designed during the pandemic for women going through hard times.

With the support from Global Sisters, Joanne has been able to grow her customer base and refine her financial model.

The Backyard Garden Enthusiast has been one of the first 100 stores to be listed in [Global Sisters Marketplace](#) where Joanne is hoping to be running out of seeds to sell!

Follow Joanne’s business journey at:



[backyardgardenenthusiast.com.au](https://www.backyardgardenenthusiast.com.au)



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