



# Fiona Harrison

Chocolate On Purpose, Millthorpe NSW

**GOVERNMENT SAVINGS ESTIMATE\***

**\$22,143**

Per annum

**\$259,170**

Lifetime savings (NVP)



**Woman on PPS or JobSeeker**



**Economic participation /job pathway**

Making business possible /self-employment



**Job creation**

Start generating an income via micro business



**Job & income sustained**

Sustain income



**Welfare & other dependence reduced/eliminated**

Increase income and improve financial independence

## ECONOMIC SECURITY TIMELINE

### Situational circumstance

Fiona is a proud Wiradjuri woman living in regional NSW who found herself without a job after COVID hit, and with little superannuation after divorce, she was very concerned about the prospect of being homeless in retirement.

### Barriers to mainstream employment

Over 50 and in the COVID landscape, Fiona is converting her passion project into a sustainable business. Fiona was struggling to gain access to loans due to her financial position and her age. Lockdowns disrupted her sales, which were largely made at local markets.

### Support accessed through Global Sisters

- Business guidance and involvement in a group coaching program
- Support with business financials, business viability check-in, 1:1 specialised coaching support and brokering of potential funding opportunities
- Selling through Global Sisters Marketplace platform
- Sales & speaking opportunities with corporates e.g. Google, Afterpay & Visa
- Showcasing business via national Sister Pitch event to high profile corporate network
- Attendance at further business education & business planning events
- Connection into a supportive, women-led business community
- Facilitation of enterprise crowdfunding for seed funding

### Key milestones achieved

Within less than 2 years Fiona is generating a business profit, which she uses to pay the mortgage on her home. Fiona has secured large corporate customers and has a strong e-commerce sales channel.

### Current circumstance

Demand has surpassed Chocolate On Purpose's ability for supply. Production equipment constraints are limiting the business growth. Fiona is currently applying for funding with Global Sisters' support to secure equipment and premises to grow the business.

### Future forecast

Current potential to increase production ten-fold from a \$140k p.a. business to an estimated \$1.6M p.a. business with the right investment. At scale this business would employ other Indigenous women and would build a regional tourism place of interest.



I felt invisible and undervalued in my fulltime work and then I had to leave my job during COVID. I then decided, with the help of Global Sisters, to give it one year to see if the business could move from a side hustle to my main income earner. Superannuation was also big driver. Many women when a marriage ends, end up the losing financially, and this was the same for me. At Global Sisters you feel like you are part of a Sisterhood. When I first signed up, I was able to get free product photography and a personal photoshoot which have been really beneficial. They put me in front of people I would never have had the opportunity to be in front of. I've had people interview me who would have never known about me. I would never have gotten these opportunities if it wasn't for Global Sisters, so I am really grateful.

\*Based on estimated welfare savings, does not include family tax benefit, child care subsidy, increase in taxes paid.