

DREAM • CREATE • INSPIRE

ISSUE 15 | AUTUMN 2014  
www.tickletheimagination.com.au

# tickle the imagination

M A G A Z I N E

*party time...*

## be inspired

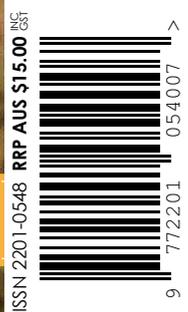
- + vintage girl scout party
- + mexican fries wedding
- + retro cocktail party
- + veggie patch party
- + eat dessert for breakfast
- + ice cream bar inspiration

## create

- + rainbow paper
- + ombre feather cake bunting
- + glittery fondant flowers

## meet the maker

- + earth greetings
- + ashdown & bee
- + esteem designz



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# contents



on the cover:  
Vintage girl scout party  
image by Jessica Lim  
Vintage Pie Photography

015 gorgeous giftwrapping

020 vintage girl scout party

036 mexican fries

048 party time

056 ice cream bar inspiration

070 hip hip chin chin

083 eat dessert for breakfast

088 veggie patch party

104 attention to detail



036



088



070

## create

- 018 rainbow paper
- 022 fabric bunting
- 044 strawberry layer cake
- 068 ombre feathers

## meet the maker

- 030 earth greetings
- 060 ashdown & bee
- 096 esteem designz

## regular features

- 008 editor's letter
- 008 tickle team
- 010 contributors
- 043 **subscription offer - free gift!**
- 102 gallery wall
- 108 on our bookshelf
- 110 designer & maker directory
- 111 explore - creative calendar
- 112 creative marketplace
- 114 business toolkit



# VINTAGE PIE PHOTOGRAPHY



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# hello!

It's party time here at *tickle the imagination* as we celebrate our transition to regular quarterly print issues. It has been an exciting and, at times, overwhelming journey into the world of publishing - I've learnt so many new things and met so many amazing people along the way. Thank you from the bottom of my heart to each and every one of our supporters; to YOU - our readers, advertisers and contributors - *tickle* would not exist without you!

This issue we say farewell to the lovely Emma Perry, who was our bookshelf editor throughout 2013. Emma and her family have moved home to England and we wish her every success! I am delighted to introduce Tania McCartney as our new bookshelf editor and welcome her back to the tickle team!

Whether it's the birth of a baby, a wedding or a milestone birthday, special occasions bring family and friends together, creating some of the happiest moments in our lives. Here at tickle, we love a good celebration and have filled this issue with our favourite ideas and inspiration to hopefully make your special days even more beautiful and memorable.

Enjoy!

Tanya x

Tanya Collier  
Editor



In loving memory of Luca - a beautiful soul, so sadly missed x

★ L U C A ★

## special thanks to the tickle team



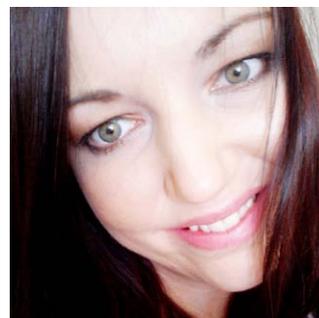
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## princess ladybird week

24TH APRIL TO 1ST MAY 2014

*Help One Little Princess Ladybird Make Wishes For Other Kids Come True*

The creator behind inspiring hand-made business Imogen's Angels, Fiona Holmes, will once again be hosting Princess Ladybird Week to raise much needed funds for the Make-A-Wish® Australia Foundation.

In 2010 Fiona's daughter Imogen earned her soft feathery wings and joined the other angels after a courageous journey through illness. Known as the Princess Ladybird, Imogen was a

loving, determined, smiley, loud, boisterous, happy, bossy character who was literally "louder than life" says mum Fiona.

Last year Princess Ladybird week raised an inspiring total of \$4500 for Make-A-Wish Australia. This year Fiona has a goal to surpass last year's record sales of 481 Princess Ladybird brooches.

**100% of profits go directly to Make-A-Wish® Australia**

For more information and to find out how you can purchase your own Princess Ladybird visit [www.imogensangels.com.au](http://www.imogensangels.com.au)



# contributors

Special thanks go to this talented group of contributors from all over Australia, who have helped bring this issue to life - filling each and every page with gorgeous images, ideas and inspiration. Tickle the imagination would not be possible without them! Please visit each of their websites to learn a little more about these amazing designers and makers.



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Are you?



My name is Mandy Codd and I am a glass artist living in Adelaide, South Australia. I am a mother of 3 and run my jewellery-making business from home. Dichroic Creations is a one of a kind jewellery made by fusing thin layers of glass together with metallic oxides to make brilliantly coloured pieces of glass art. I first found my passion with glass when I bought my first dichroic pendant over 7 years ago and was drawn in by the magical colours it reflected. I was then determined to make my own. After having a passion for craft practically all my life, I have always had an eye for detail and colour that is reflected in my glass creations. I have sold my work mostly on the Internet now for over 7 years and still get excited opening the kiln after a firing.

Visit my Hand-made shop: [www.hand-made.com.au/DichroicCreations](http://www.hand-made.com.au/DichroicCreations)



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# *simple ideas for* **gorgeous gift wrapping**

make that special gift even more  
lovely by adding your own finishing  
touches to the gift wrapping

---

TUTORIAL AND PHOTOGRAPHY **HELEN LOUISE WILKINSON** BLOSSOM AND CAT

---





*paper rainbow bag*



*splashes of neon*



*stickies*

**1** Turn the page to find out how to create your own handmade rainbow paper ... then use it to make a simple paper bag. Decorate with sticky stars and some vintage plastic beads.

\* visit the blossom + cat blog for instructions on making a simple paper bag  
[www.blossomandcat.com.au](http://www.blossomandcat.com.au)

**2** Paper bags are a great alternative to wrapping paper. Brighten up your bag with a fun photo, some neon stickers and a brightly coloured tag.

**3** Create patterns and textures using layers of washi, fabric and glitter tape. Add a painted mini peg.

\* You can make your own glitter tape by sprinkling glitter over one side of double sided sticky tape.



*a little vintage*

**4** Wrap your gift in a vintage sewing pattern, adding a layer of cellophane if the paper is delicate. Decorate with a vintage tape measure and some lovely vintage buttons.

**5** Jazz up a recycled box by wrapping it with different coloured scrap wool. Add some handmade mini pom poms and finish with a stamped shipping tag.

\* for a mini pom pom tutorial visit the create page at [www.tickletheimagination.com.au](http://www.tickletheimagination.com.au)



*oh! pom poms!*

## a few more things you could use...

Scour your home for everyday items that make lovely embellishments for your gifts. Why not try... tissue paper, kraft boxes, handmade rainbow paper, vintage patterns, magazines or newspaper, old maps or postcards, wool, pom poms, felt balls, ribbons, ric rac, washi tape, fabric tape or glitter tape, beads, fabric trims, ribbon, raffia, seashells, letter stamps, stickers, coloured pencils, home made paper bags, glitter, glassine bags, string, twine, neon tags, buttons, sticky dots, mini pegs, cotton cord, mini bunting, leaves, flowers, family photographs, fabric or doilies... try and use items that are reusable or recycled and...

**...let your imagination run wild!**



*create your own*  
**rainbow paper**

combine beautiful watercolours  
with simple butcher's paper to  
create your own unique gift wrap

---

TUTORIAL AND PHOTOGRAPHY HELEN LOUISE WILKINSON BLOSSOM AND CAT

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## *you will need...*

- + butcher's paper
- + sponges & brushes
- + watercolour paint
- + water

## *step 1*

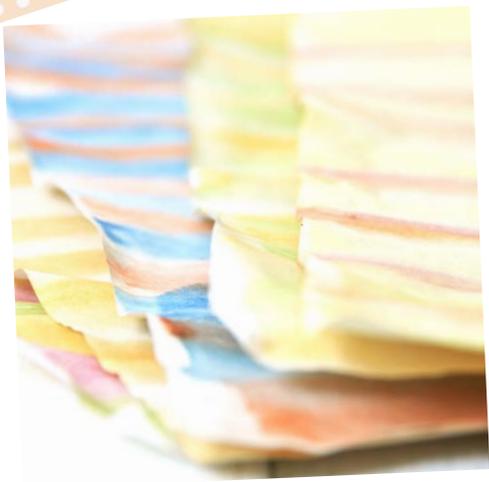
Lay out a sheet of butcher's paper on a clean flat surface. Using a wide sponge brush, gently wet the paper with clean water. The paper should be wet but not saturated. The wetter the paper the more your colours will run into each other.

## *step 2*

Use a narrow sponge or large soft paint brush to paint stripes or patterns onto the paper. The colours are so lovely as they blend into each other.

## *step 3*

Allow to dry.



*rainbow paper*

## *Tadaa!*

Your handmade rainbow paper is now ready to wrap up your gift!

Finish with some coloured raffia and fancy tape.





A few friends, some games and a sleepover under the stars. The appeal is timeless; a childhood must...

# vintage girl scout party

CONCEPT, STYLING & PHOTOGRAPHY JESSICA LIM | VINTAGE PIE PHOTOGRAPHY

The backyard sleep-out party has always been firmly entrenched in the boys' camp, so to speak, but a bit of vintage inspiration means this old favourite can easily be adapted for the girls (emphasis on the easy!).

THIS PAGE & OPPOSITE: HAREM PANTS AND BIRDIE SKIRT: ARD&I,  
CAPES: PETTICOATBYESSIE, MERIT BADGES: GENEVIEVE KAISER

Nature and necessity decide the decorations - stick banners, bamboo torches and blankets. A colour palette of orange and khaki steers us away from cutesy glamping territory..





## 'camp bea' flag bunting

### *you will need...*

- + A4 heavy card (cereal boxes are ideal!)
- + collection of small sticks
- + wool in mustard, orange and khaki green
- + pva glue
- + hole punch
- + string

### *to make...*

1. trim A4 card in half to A5 size (210 x 148.5mm). Repeat to create as many flags as required for the party child's name.
2. cut a triangle shape from the bottom of each flag.
3. overlap sticks to create letter shapes (keeping the size within the boundaries of the flags).
4. tie sticks together with wool, alternating colours for each letter.
5. glue letters to flags, and leave overnight to dry.
6. punch a hole in each top corner of the flags, and thread onto a length of string.

### THIS PAGE & OPPOSITE:

Invitations: Against The Grain Designs, Harem Pants Ard&I,  
Capes: PetticoatByEssie, Merit Badges: Genevieve Kaiser,  
Cake: Eliza Johnston

## fabric garland

Fabric garlands give a gorgeous, handmade, rustic feel to any party, adding textural interest and pulling all the colours together.

This is a perfect project for using up your fabric scraps.

### *you will need...*

- + selection of fabrics to complement your colour palette - 20cm each of 4 fabrics will create a garland approx 2 metres long
- + twine or string - 2.5 metres
- + scissors

### *to make...*

1. create strips approx 20cm long x 2.5cm wide. Don't be too fussy, just measure by eye...our strips are all random lengths to add to the rustic feel.
2. to attach, fold the strip in half, wrap loop and tails around the string, thread the tails through the loop and pull tight.

**tip** stringing the twine between two chairs will make it easier to attach the fabric strips.

3. repeat with each fabric strip, you can create a pattern or go completely random!



## leaf and bark headdress

*you will need...*

- + leaves, bark & seeds
- + double-sided tape
- + lengths of ribbon - approx 1 metre per guest

*to make...*

1. let your guests search for special leaves, bark and seeds in the area surrounding your party.
2. using double-sided tape, attach the found objects to the centre of a length of ribbon.
3. tie around head to wear.

## scavenger hunt

Scavenger hunts are so much fun!

Create a list of items that can be found outdoors... a feather, a leaf, a stick, a stone, a handful of sand... first one back with all the items wins!

classic challenges in the form of footraces and scavenger hunts earn handmade merit badges, and you can watch them pin their badges with pride after successfully constructing a leaf and bark headdress

THIS PAGE & OPPOSITE:  
Harem Pants and Birdie Skirt: Ard&I,  
Capes: PetticoatByEssie, Merit Badges:  
Genevieve Kaiser, Doll: This n That Kat



...then to birthday cake served under the stars with a topping of torched marshmallows, and some reading by torchlight.

THIS PAGE & OPPOSITE:

Harem Pants: Ard&I, Capes: PetticoatByEssie, Merit Badges:

Genevieve Kaiser, Cake: Eliza Johnston, Cookies: Belinda

Steel, Doll: This n That Kat





## shortbread cookies

### *shortbread*

- + 250g butter
- + 2 tbs rice flour
- + 1/3 cup icing sugar
- + 2 cups plain flour

### *for icing*

- + icing sugar
- + warm water
- + food colouring
- + edible pearls

### *method*

1. Pre-heat oven to 150°C.
  2. Rub butter into sifted dry ingredients.
  3. Turn onto a lightly floured surface and knead lightly until smooth.
  3. Roll to approx 5mm thick and cut into circles with a cookie cutter.
  4. Place onto a prepared baking tray.
  5. Bake in a slow oven for 35-40 minutes.
  6. Allow to cool on baking tray.
  7. Combine icing sugar with water and a few drops of food colouring. Spread icing onto cookies and sprinkle with edible pearls.
- Package the cookies in vintage doilies and tie with string.

## quick-mix chocolate cake

### *ingredients*

- + 2 cups self-raising flour
- + 2 cups castor sugar
- + ½ cup cocoa
- + 1 cup milk (or soy-milk\*)
- + 1 tsp vanilla essence
- + 4 eggs, lightly beaten
- + 250g butter (or nuttelex\*), melted

### *method*

1. Pre-heat oven to 180°C.
2. Grease and line baking pan.
3. Sift flour and cocoa into a bowl, add all other ingredients and stir until well combined.
4. Pour mixture into pan.
5. Bake in moderate oven for approx 45 minutes. Test by inserting a skewer - cake is ready when skewer is removed dry.
6. Allow cake to stand for 5 minutes, then turn onto a cooling rack.

\*For a dairy free alternative, this cake is just as tasty when made with soy milk and nuttelex.



A minimal fuss party and  
a troop of happy campers...  
truly a cause for celebration!

## vintage girl scout *contributors*

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# earth greetings

WORDS HEIDE HACKWORTH EARTH GREETINGS | PHOTOGRAPHY KATIE WADDELL

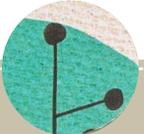
I started Earth Greetings in 2003 because I wanted to give myself a job I like. One that utilised the skills I'd learned through working in publishing – but more creative!

I've always been a greenie and saw a gap in the market for Australian made, 100% recycled greeting cards. You just couldn't get many and I wondered why.

At the time of the idea, I had no concept of the challenge that lay before me in trying to produce an "Earth friendly" product on paper - a product which I was about to discover can cause widespread environmental destruction on a grand scale!

The more I researched, the more shocked I was at how much environmental destruction can be caused by the paper making process, through the carbon-emitting transportation of the wood, the pulping process using vast amounts of water, and pollution created by paper bleaching and printers ink ending up in our air, water and food. Dense, diverse forest which took years to establish is destroyed and wildlife loses its home or is confined to smaller areas.

I was now even more determined than before not to use any paper that had been created in this way for my greeting cards. However, I soon discovered that 100% recycled or alternative fibre for offset print was not even available in Australia. In 2003, the highest recycled content card stock available in Australia (to the best of my knowledge and research) was only 50% recycled. The printer (and the paper supplier) were full of reassurance, telling me that this is "the



“ My mission is to use the most Earth friendly paper & printing alternatives available to design unique paper goods which are a celebration of nature. ”



ABOVE: founder and creative director of earth greetings, Heide Hackworth

LEFT: Inaluxe Range - The Flame Robins Greeting Card, Waratah Bud Greeting Card And Garden Party Wrapping Paper



## carbon neutral certification

“ Even though we strive to tread lightly on the Earth by running a green office, using a carbon neutral printer, vegetable oil based ink, 100% post-consumer recycled paper and minimal packaging, I thought it important that Earth Greetings went the extra mile, because we recognise that despite all this, we still do inevitably create some greenhouse gas emissions.

It's been a helpful experience to have the carbon audit done and see where we are going right and where we need improvement. If small businesses get this done early on they are going to find it much easier and cheaper in the long run to become truly sustainable.

”

for more information on becoming carbon neutral visit [www.climatechange.gov.au](http://www.climatechange.gov.au)

most environmentally friendly stock available" and that it was produced at a mill with numerous environmental accreditations.

It also proved difficult to find printers here in Australia that took my questions about the printing process seriously and were able to provide much, if any, information about what they might be doing to lower their environmental impact. Eventually, after lots of research and phone calls, I came across a couple of printers who use vegetable inks exclusively (which do not contain mineral oil - which releases volatile organic compounds and hazardous heavy metals into the atmosphere) and at the very least lent an ear to my environmental concerns.

The name Earth Greetings was a natural choice as it defines what we do - greeting cards made with respect for planet Earth. We also make wrapping paper and have a growing stationery range, all made from 100% post-consumer waste.

## inspired by..

Australian wildlife, their songs, quiriness and habitat, Australian Indigenous art and stories, dips in the ocean, camping, cycling and bushwalking.

THIS PAGE Dreamscapes Greeting Cards - Kangaroo Paw, Singing Magpies, Branch Meeting and Bush Budgies

OPPOSITE PAGE Inaluxe Greeting Cards - Brush Bronzewing, The Little Fantail and Rose Robin







## secret to success...

I would define success as being happy with where you are right now, but of course as an entrepreneur I do have goals for the future! I'm not sure if there's one secret to success in business but listening to advice and learning from mistakes without being too hard on yourself is important. Then you'll grow in confidence and start making better decisions which will most likely bring greater success.

## favourite moment...

Celebrating our 10th birthday in 2013! I'm grateful to have survived all the challenges I've had and see the business grow into something I'm proud of.

## future plans...

Earth Greetings have a huge year coming up with many beautiful new products to launch! I can't wait to launch our first ever calendar with artwork by our favourite designers Inaluxe. New writing sets and journals are on the way, and right now I'm starting artwork for our Christmas range which supports tree planting through our donations to Trees For Life. I'll be launching all this and more at Life Instyle trade show in August this year. So lots to do!

.....  
THIS PAGE Frankly You're Lovely collection

You can shop for Earth Greetings online at [www.earthgreetings.com.au](http://www.earthgreetings.com.au) and over 300 retail stores throughout Australia which are listed on our website. Please sign up to our mailing list from our homepage to receive our monthly newsletter.

You can also visit Earth Greetings on Facebook, Twitter, Instagram or Pinterest.

Heide is kindly offering tickle readers

# 10% discount

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Just use the discount code TICKLE at checkout. Expires 30 June 2014

## earth greetings

Heide Hackworth

[www.earthgreetings.com.au](http://www.earthgreetings.com.au)

[www.earthgreetings.blogspot.com.au](http://www.earthgreetings.blogspot.com.au)

[www.facebook.com/earthgreetings](http://www.facebook.com/earthgreetings)

Adelaide, South Australia



PHOTOGRAPHY - KATIE WADDELL [www.katiewaddell.com](http://www.katiewaddell.com)

**dream** *big* | anything is possible

.....CHOOSE HAPPINESS.....

*let go of the past* don't forget to  
{ EMBRACE CHANGE } BREATHE

>>>> SHARE YOUR KNOWLEDGE <<<<<



stop  
& smell  
the roses

**create**  
*something beautiful*

**smile...** happiness is contagious

be authentic  
*never give up*  
believe in yourself { <sup>more of</sup> do what makes  
you happy }

( step outside your comfort zone )

.....SEEK BALANCE.....

KEEP MOVING FORWARD

>>>>> PRACTICE GRATITUDE <<<<<

**inspire**  
*others*



# *Mexican Fries*

A STRIKING COLOUR PALETTE OF REDS, PINKS, ORANGES AND GREENS, SET AGAINST A BEAUTIFUL ROSE GARDEN BACKDROP, CREATES THE PERFECT ATMOSPHERE FOR THIS WEDDING FIESTA. SALUD!

---

PHOTOGRAPHY **JASON TEY PHOTOGRAPHY** | STYLING **WEDDING DAY FLAIR**

---

HECHO CON AMOR - 'MADE WITH LOVE'

BEAUTIFUL HANDPICKED AND HANDCRAFTED ELEMENTS FEATURE THROUGHOUT, CREATING A TRULY BESPOKE EVENT.

OPPOSITE: **bridal accessories** Olive Farm Designs, **wedding gown** No 9 Bridal Couture, **groom attire** Poplin & Panache, **jewellery** Mosquita, **makeup** Grace Buckley Makeup Artist, **hair** Identified Hair,

THIS PAGE: **flowers** Flower Opera, **stationery** George and Gina Designs, **furniture and prop hire** her handpicked harvest

for contact details please visit the designer and maker directory at the end of the magazine

photography Jason Tey Photography, styling Wedding Day Flair, venue Melville Rose Nursery, Carmel, models Tanya Jade & Karl Tabucanon





## ESTÁS INVITADO - 'YOU'RE INVITED'

INVITATIONS OFFER YOUR GUESTS A FIRST IMPRESSION OF WHAT TO EXPECT. GORGEOUS BESPOKE STATIONERY BY GEORGE AND GINA DOESN'T DISAPPOINT - PERFECTLY EMBRACING THE FIESTA SPIRIT.

THIS PAGE & OPPOSITE: **bridal accessories** Olive Farm Designs, **wedding gown** No 9 Bridal Couture, **groom attire** Poplin & Panache, **jewellery** Mosquita, **shoes** Lolliette, **makeup** Grace Buckley Makeup Artist, **hair** Identified Hair, **flowers** Flower Opera, **stationery** George and Gina Designs, **furniture and prop hire** her handpicked harvest

for contact details please visit the designer and maker directory at the end of the magazine

photography Jason Tey Photography, styling Wedding Day Flair, venue Melville Rose Nursery, Carmel, models Tanya Jade & Karl Tabucanon





HERMOSO - 'BEAUTIFUL'

THE STRIKING COLOUR PALETTE CARRIES THROUGH TO THE LUSH BLOOMS OF THE BRIDAL BOUQUET, DESIGNED BY FLOWER OPERA

THIS PAGE & OPPOSITE: **bridal accessories** Olive Farm Designs, **wedding gown** No 9 Bridal Couture, **groom attire** Poplin & Panache, **jewellery** Mosquita, **makeup** Grace Buckley Makeup Artist, **hair** Identified Hair, **flowers** Flower Opera, **stationery** George and Gina Designs, **furniture and prop hire** her handpicked harvest

for contact details please visit the designer and maker directory at the end of the magazine





## ESTÁ DELICIOSO - 'DELICIOUS'

SPOIL YOUR GUESTS WITH DELICIOUS TREATS! THE STUNNING CAKE BY CUPCAKE CRAVERS AND ICE LOLLIES BY LA PALETA CAPTURE THE ESSENCE OF MEXICO. 'FLOR DE JAMAICA' TEA FROM THE SEVENTH DUCHESS OFFERS THE PERFECT THANK YOU GIFT.



## *Mexican Fries* CONTRIBUTORS

**PHOTOGRAPHY** Jason from Jason Tey Photography

**VENUE** Melville Rose Nursery, Carmel

**STYLIST & CREATIVE DIRECTOR** Maeline from Wedding Day Flair

**BRIDAL ACCESSORIES & CREATIVE DIRECTOR**

Olivia from Olive Farm Designs

**WEDDING GOWN** Linda from No 9 Bridal Couture

**GROOM ATTIRE** Tim from Poplin & Panache

**JEWELLERY** Anita from Mosquita

**SHOES** Laura from Lolliette

**MAKEUP ARTIST** Grace from Grace Buckley Makeup Artist

**HAIR** Jude from Identified Hair

**FLOWERS** Ann from Flower Opera

**CAKE** Nafeesa from Cupcake Cravers

**STATIONERY** Pippa from George and Gina Designs

**ICE LOLLIES** Ami & Sally from La Paleta

**TEA** Tessa from The Seventh Duchess

**FURNITURE & PROP HIRE** Larissa from her handpicked harvest

**MODELS** Tanya Jade & Karl Tabucanon

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## strawberry layer cake

RECIPE & PHOTOGRAPHY **LINDA VANDERMEER** BUBBLE & SWEET

In my house nothing says celebrate like a big cake served with love. Whether it's a perfectly decorated masterpiece or, as happened one year, a cake wreck saved with a bottle of ready whipped cream and lollies - around here it's just not a party if there's no cake.

### tips...

+ Cake can be made and frosted one day in advance.

### note...

+ Gel food colour and non-toxic food glitter, flowers cutters, fondant and other equipment available from Spotlight, some cake decorating stores and online shops.

+ If you are unsure if the food glitter is edible remove flowers after serving but prior to eating.

+ Ready to roll fondant can also be found in the baking section at supermarkets.

This strawberry layer cake I'm sharing has been a favourite at our kids' birthday parties for many years. A packet of jelly crystals gives the cake its sweet kid friendly flavouring with the bonus of built-in pink colour.

As you don't need to be restrained to a pretty pink every time, I have added a few drops of terracotta gel food colour to make the cake pictured a vibrant coral hue giving it a more sophisticated touch and making it suitable for any type of celebration.

I've paired the cake with an easy-to-make cream cheese frosting which looks great spread on with a knife or spatula in messy swirls making it a cinch to decorate.

The cake looks delicious plain, or if you like dress it up a bit and add some fondant flowers. Instructions on how to make modern looking simple pressed fondant flowers are included in the recipe. Make sure you make them at least a day in advance to allow enough time to set.

---

## strawberry layer cake

(serves 12)

2¾ cups plain flour  
3 tsp baking powder  
½ tsp salt  
250g unsalted butter, softened  
2 cups caster sugar  
1 packet strawberry jelly crystals  
4 eggs  
1 tsp vanilla  
1 cup milk at room temperature  
100g carton low fat vanilla yoghurt  
Americolor terracotta gel food colour (optional)

Grease, flour and line 2 X 20cm round baking tins. Preheat oven to 180°C (170°C fan forced).

Sift together flour, baking powder and salt.

In a small jug combine milk and yoghurt.

In a large bowl using an electric mixer at high speed, cream the butter and caster sugar for around three minutes. Add the jelly crystals and mix until well combined. Scrape down sides of bowl using a spatula during mixing as required.

Reduce mixer speed to medium low and add vanilla and the eggs one at a time, mixing until just combined. If adding food colour add a few drops at this stage.

Add around a third of the flour mixture and mix at low speed until just combined. Add half the milk/yoghurt mixture and mix at low speed until combined, scraping down sides with spatula as required. Add another third of the flour mixture and mix well, then add the remaining milk and yoghurt mixture. Scrape the sides of the bowl well and mix in the remaining flour mixture until just combined.

Divide mixture evenly between the two prepared baking tins and bake in the centre of the oven for 55 to 60 minutes, until a skewer inserted in the cake comes out clean.

Allow to cool for five minutes, then remove from pans and allow to rest on a wire rack until cool.

Split each cake in half vertically, using a large knife, to create four layers.

Once cool, spread frosting onto the top of one cake layer, top with the another layer of cake. Repeat for all four layers. Then spread frosting on the top of the cake and around the sides using a knife or offset spatula.

Store frosted cake in fridge and remove 30 minutes prior to serving.

If you are adding fondant flowers, use a little reserved frosting to stick into place just prior to serving.

## white chocolate cream cheese frosting

150g white chocolate  
190g unsalted butter  
375g cream cheese  
6 cups icing sugar sifted  
1½ tsp vanilla extract  
Americolor teal gel food colour (optional)

Place white chocolate in a microwave safe bowl and heat at medium-low heat for two minutes. Allow to rest for one minute and then stir until smooth and free from lumps. Repeat this step if the chocolate still has lumps. Sit at room temperature for 30 minutes.

In a large bowl, mix together butter, cream cheese and icing sugar at low speed until combined. Increase speed to high and mix for around five minutes or until very light and fluffy. Add vanilla, white chocolate and food colour then continue to mix at high speed until combined.



## glam pressed fondant flowers

(creates 5 flowers as shown on cake)

- 50g coral fondant
- 50g white fondant
- 25g ivory fondant
- 5 petal flower cutter in various sizes (not ejector blossom type)
- small plastic rolling pin
- Non-toxic food grade or edible gold glitter and dry brush
- small brush and water (or edible glue)
- extra dry brush
- Cornflour

Line a flat tray with baking paper.

**1** Knead coral fondant until pliable. Dust the work bench with cornflour and using the plastic rolling pin roll out the fondant until a couple of mm thick.

**2** Press the petal cutter down on the fondant to cut out the flower shape and place it onto the baking paper lined tray. Cut out as many flowers as desired.

Repeat steps to cut out flower shapes with white fondant.

**3&4** Knead the ivory fondant until pliable, pinch off a pea-sized piece and roll into a ball. Brush a small amount of water into the center of a flower and push down in the middle of the ivory fondant to press it down into a disc to make the center of the flower.

**5** Brush on a little water or edible glue to the ivory fondant, allow to dry for a few seconds and then using a dry brush carefully apply the glitter to the centre of the flowers.

Repeat for remaining flowers.

**6** Use the extra dry brush to gently remove any glitter that drops onto the flower petals.

Allow to dry on the flat tray until hard and able to be picked up, around one day depending on weather.





COUTURE COOKIES, CUPCAKES &  
SWEET TREATS FOR ALL OCCASIONS



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THIS PAGE

**Dress** Oh! Veronica, **Headband as corsage** Arabella's Vintage Wardrobe

OPPOSITE

**Dress** Oh! Veronica, **Hair Clip** Pink & Grey

please visit the designer and maker directory at the end of the magazine for contact details

A close-up portrait of a young girl with dark, curly hair. She is wearing a white, lace-trimmed top with a large white flower detail on the shoulder. A white feather headband is visible on her hair. The background is a warm, wooden wall.

# party time.

A CELEBRATION OF BEAUTIFUL OUTFITS  
AND ACCESSORIES HANDCRAFTED BY  
AUSTRALIAN DESIGNERS AND MAKERS

CONCEPT & STYLING MICHELLE OFFERMAN  
PHOTOGRAPHY RICHARD IBRAHIM



*dream...*

THIS PAGE

**Jacket** Happy Lil Chickens, **Skirt** Mint Soda  
**Brooch on party hat** Mint Soda

OPPOSITE

**Mask** Sparrow & B, **Tutu** Sparrow & B  
**Shirt** Happy Lil Chickens

please visit the designer and maker directory at the  
end of the magazine for contact details





*dance...*



CONCEPT & STYLING MICHELLE OFFERMAN | PHOTOGRAPHY RICHARD IBRAHIM



THIS PAGE

**Dress** Elodie & Elvis, **Blanket** Pink & Grey, **Belt as headband** Mint Soda

OPPOSITE

**Dress** Pink & Grey, **Wings and wand** Arabella's Vintage Wardrobe, **Snowflake** Pink & Grey

please visit the designer and maker directory at the end of the magazine for contact details



THIS PAGE **Dresses** Oh! Veronica, **Crown** Mint Soda,  
**Feather headband** Ruby & Me, **Hair Clip** Pink & Grey,  
**fairy dust necklace** My Pampered Little Princess

OPPOSITE **Dresses** Pink & Grey, **Wings** Arabella's Vintage Wardrobe  
please visit the designer and maker directory at the end of the magazine for contact details



CONCEPT & STYLING MICHELLE OFFERMAN | PHOTOGRAPHY RICHARD IBRAHIM

*celebrate...*





# ice cream bar *inspiration*

STYLING & WORDS **JORDAN BARIESHEFF** POLKADOT PRINTS | PHOTOGRAPHY **MADELEINE PETERSON** ETTA PHOTOGRAPHY

I've designed a few ice cream bars in my days of hosting parties; it's my fallback dessert. They're fun, interactive and I haven't yet met someone who doesn't like a spot of ice cream!

The ice cream bar is as easy for 10 people as it is for 100, as you allow your guests to do all the work. From childish to grown up, you can theme one to any event you're hosting.

Having created ice cream bars for friends, photo shoots, a baby shower, a farewell party and even a wedding, I thought I'd share some tips and things I've learnt along the way, which might encourage you to host your own little ice cream get-together while the weather is still warm!



*Essentially, the sky is the limit when it comes to flavours. And with decorations, let your imagination take you away!*



## mock up

I always do a little mock up a few days before an event. I like to just set things out and make sure I actually have the room for that big 20 litre tub of ice cream! It also gives me time to do any last minute running around and purchases if I need to.

## keep things in order

I like to place things on the table in order that you use them. From cups and ice cream right down to toppings and garnishes. It might sound common sense, but sure helps things flow nicely, particularly if there are a lot of guests.



### glasses or paper cups

I've had the opportunity to use sundae glasses at the wedding bar I put together, otherwise I use plain paper cups and decorate them to match my theme. You can use stickers, ribbon, stamps, cover them with fabric or paper wrap, or if you're lucky find some melamine or coloured cups that coordinate perfectly.



STATIONERY POLKADOT PRINTS



*I like to have a sorbet or gluten free ice cream option for those guests who have allergies. Trust me, they'll thank you for it!*



### good quality ice cream

You can't build a sundae cathedral without a good foundation! Phone around your local ice cream shops and get prices on buying their bulk tubs, big and yum! This is not the opportunity to buy the jumbo generic ice cream. Also, I like to have a sorbet or gluten free ice cream option for those guests who have allergies. Trust me, they'll thank you for it!

### mix ins

Think cookie dough, marshmallows, crushed Tim Tams, gummy bears or chocolate bars and after dinner mints, macarons, Ferrero Rocher etc for a classier 'do'.

### garnishes & toppings

Depends on the style of bar you're creating, but can be anything from glacé cherries, sprinkles, nutella, to fudge sauce, crushed nuts or gold leaf.



for more gorgeous party inspiration and adorable stationery, visit Polkadot Prints online [www.polkadotprints.com.au](http://www.polkadotprints.com.au)

Signwriter Simon Murray in his Stanmore studio



## WORTH A THOUSAND WORDS

THE ART OF BESPOKE SIGNWRITING LIVES ON IN THE STUDIO OF ASHDOWN & BEE. HERE SIMON MURRAY CREATES UNIQUE HANDPAINTED SIGNS FOR WEDDINGS, EVENTS & BUSINESS.

WORDS **SIMON MURRAY** CO-FOUNDER/SIGNWRITER AT ASHDOWN & BEE  
STYLING **MELISSA SIMONETTA** | PHOTOGRAPHY **ROWENA CLARKE PHOTOGRAPHY**



## TOOLS OF THE TRADE

For handpainted signs I use materials wide & varied, such as waterbased acrylic paint, enamel lettering paint, specialised signpainters brushes, a mahl stick, rollers, pencils, chalk and for graffiti murals I use aerosol paint. For gilding signs, real gold is used such as 24k gold loose leaf, which is a beaten-down form of real gold.



AFTER STARTING OUT IN THE MID 80'S WRITING GRAFFITI AND PAINTING MURALS, MY PASSION FOR LETTERING AND ART WAS IGNITED. THIS LED ME TO BECOME A FULLY QUALIFIED PRACTISING SIGNWRITER, WHICH I HAVE BEEN FOR THE LAST 16 YEARS.

I met my girlfriend, Melissa, who is a stylist and we formed Ashdown & Bee. Ashdown is actually my middle name, which I hated while growing up on the mean streets of Waterloo, in the inner city of Sydney. The name Melissa means "honeybee" in Greek, so we thought it was a great choice to launch out of the blocks under the moniker, Ashdown and Bee. Our creative endeavour was born!

Most of how we run our business we have learnt ourselves, but my partner Melissa is always on the ball with social media and following the design trends from blogs and magazines. We share a studio with a florist (Designs by Boo Shi) who is always a good help as they have been established a lot longer than us! Instagram is a great medium for us to show our work and our behind the scenes of what we do.

I am inspired by words and love to play around with letters and words and coming up with weird and wonderful letter combinations. I am also inspired by music, which I am constantly listening to as lyrics and melody in songs give me ideas for my art. We also go to see live music, which resonates with my creative side.



Besides graffiti murals, I love to draw illustrations till all hours of the night. I can also signpaint with letters upsidedown and back-to-front as I understand their geometry. I can also read and speak backwards fluently!

One of my favourite businesses in the industry is Sky High Murals. Based in NYC, they are cutting edge with their large scale signage productions – often found painting whole sides of buildings using a traditional rigging method.

### TYPICAL DAY...

Our day usually starts off in our studio in Stanmore, where I am either starting on a new sign job or chalk sign or sketching concepts for clients. We often head off to the inner city and surrounds to quote on retail jobs (e.g. café, restaurant or shop

signage), popping into our favourite design stores and eateries on the way. We sometimes meet clients in our studio, usually discussing wedding or event signage needs, or event styling concepts.

### SECRET TO SUCCESS...

Success to me is producing art or work I am proud of, and it meets and exceeds the client's expectations. It's always great when the client appreciates your skills and we often become good friends with the people we work with!

### FUTURE PLANS...

We're at the stage where we need some helpers in both the sign and styling areas, so possibly scouting for the perfect addition to our little crew pretty soon.



MOVING INTO OUR STUDIO WOULD HAVE TO BE A FAVOURITE MOMENT AS IT ALLOWED ME TO CREATE AND DISPLAY MY WORK FOR OUR CLIENTS TO SEE.





THIS PAGE & OPPOSITE: Simon's girlfriend and business partner, Melissa Simonetta, is a stylist and her beautiful event styling collection is also on show in the Ashdown & Bee studio - pretty parasols, tea sets, candle holders, drink dispensers, serving platter, vintage cutlery and an assortment of Simon's signs are just some of the treasures you will find.

## ASHDOWN & BEE

Simon Murray & Melissa Simonetta

[www.ashdownandbee.com](http://www.ashdownandbee.com)

[www.ashdownandbee.blogspot.com.au](http://www.ashdownandbee.blogspot.com.au)

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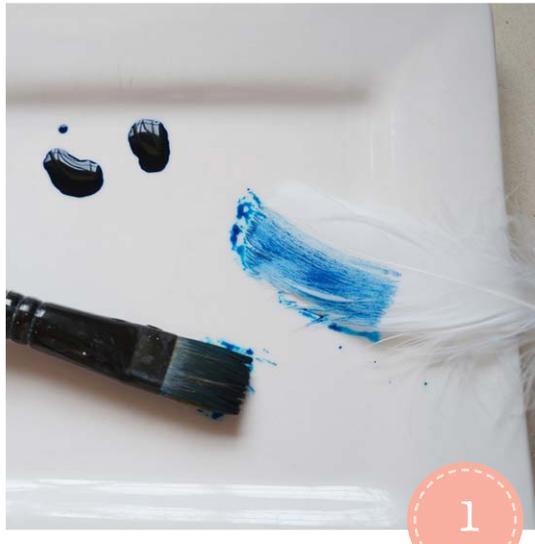
# ombre feather cake bunting

TUTORIAL AND PHOTOGRAPHY **NICOLE BULL** | PENNY LANE STUDIO

dress up a bare cake with this simple,  
stylish cake bunting project



Nicole from Penny Lane Studio creates beautiful, bespoke and unique handcrafted stationery, decor and printable ranges inspired by classic and vintage design. Visit her online at [www.pennylanestudio.com.au](http://www.pennylanestudio.com.au)



*Spare feathers can be used to decorate presents or wrap around the napkins on your table*

## you will need...

- + Food colouring
- + Duck feathers
- + Little pegs
- + Scissors
- + Twine
- + Paint brush
- + 2 skewers

### Step 1

Using your paint brush, paint a single stroke of food colouring on each side of your feather from the centre down.

Repeat with a second stroke of food colouring approx 1cm down from the first brush of colour.

Allow to dry.

### Step 2

Trim the fluffy areas from the end of the feathers to tidy them.

Trim the stalk also so they are easier to peg to the twine.

### Step 3

Tie the twine between the two skewers. This is easier done with your skewers already positioned on the top of your cake - spaced far enough for your feathers to fit.

Peg the feathers to the twine.



A cocktail party is the perfect excuse for getting together with friends by the pool; and when you add some classic retro touches to the mix, the result is a chic, fun fifties style celebration.

Salute!



THIS PAGE & OPPOSITE: **pineapple brooch**, **summer confetti geometric studs** and **scalloped wooden necklace** each to own, **floral dress** Jack's Daughter, **flamingo dress** Pigtails and Pirates, **hair** Mobile Bridal Hair and Makeup, **makeup** ZMA Professional Hair Makeup and Beauty, **cocktail food** Miss Prim and Mr Proper, **props** Colour Cues, **suits** models own  
please visit the designer and maker directory at the end of the magazine for contact details



# HIP HIP CHIN CHIN

CONCEPT AND STYLING **STEPHANIE BUNGARD** – COLOUR CUES, INTERIOR AND EVENT DESIGN  
PHOTOGRAPHY **ROWENA CLARKE PHOTOGRAPHY**

THIS PAGE & OPPOSITE: **Hip, Hip, Chin, Chin**  
**print** Miss Poppy Design, **cocktail food** Miss  
Prim and Mr Proper, **props** Colour Cues  
**please visit the designer and maker**  
**directory at the end of the magazine for full**  
**contact details**



## { setting the scene }

Retro furniture pieces including a buffet and drinks cart, some beautiful vintage trays, cut crystal glasses and a classic champagne bucket were used to set the scene.

Fun lanterns, tropical fruit and colourful blooms helped to make the look complete.

## The concept for this shoot was a fifties style cocktail party by the pool...

The idea was to create something glam, but fun at the same time, using retro furniture pieces and serving ware, delicious finger food and some gorgeous models dressed in their chic fifties inspired best. Add a cabana and a flamingo (or two!) for a pop of hot pink and we were good to go!





images by Rowena Clarke [www.rowenaclarke.com](http://www.rowenaclarke.com) // styling by Stephanie Bungard [www.colourcues.com.au](http://www.colourcues.com.au)



THIS PAGE: **cocktail food** Miss Prim and Mr Proper, **props** Colour Cues **OPPOSITE: floral dress** jacks daughter, **pineapple brooch** each to own, **hair** Mobile Bridal hair and Makeup, **makeup** ZMA Professional Hair Makeup and Beauty, **suit** models own

**please visit the designer and maker directory at the end of the magazine for full contact details**

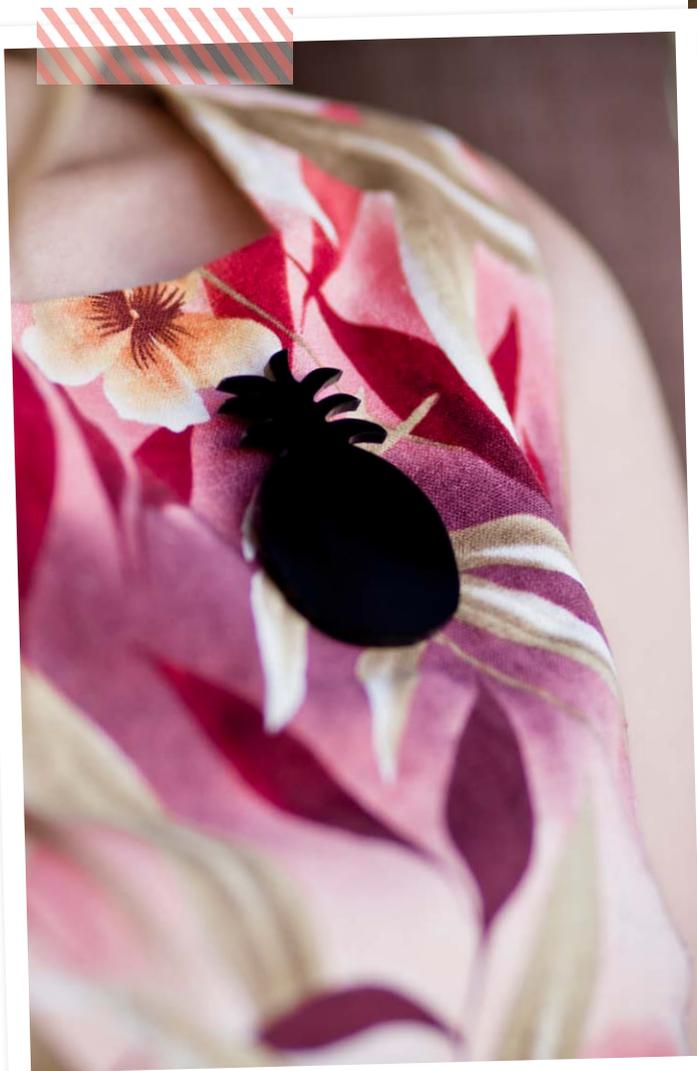
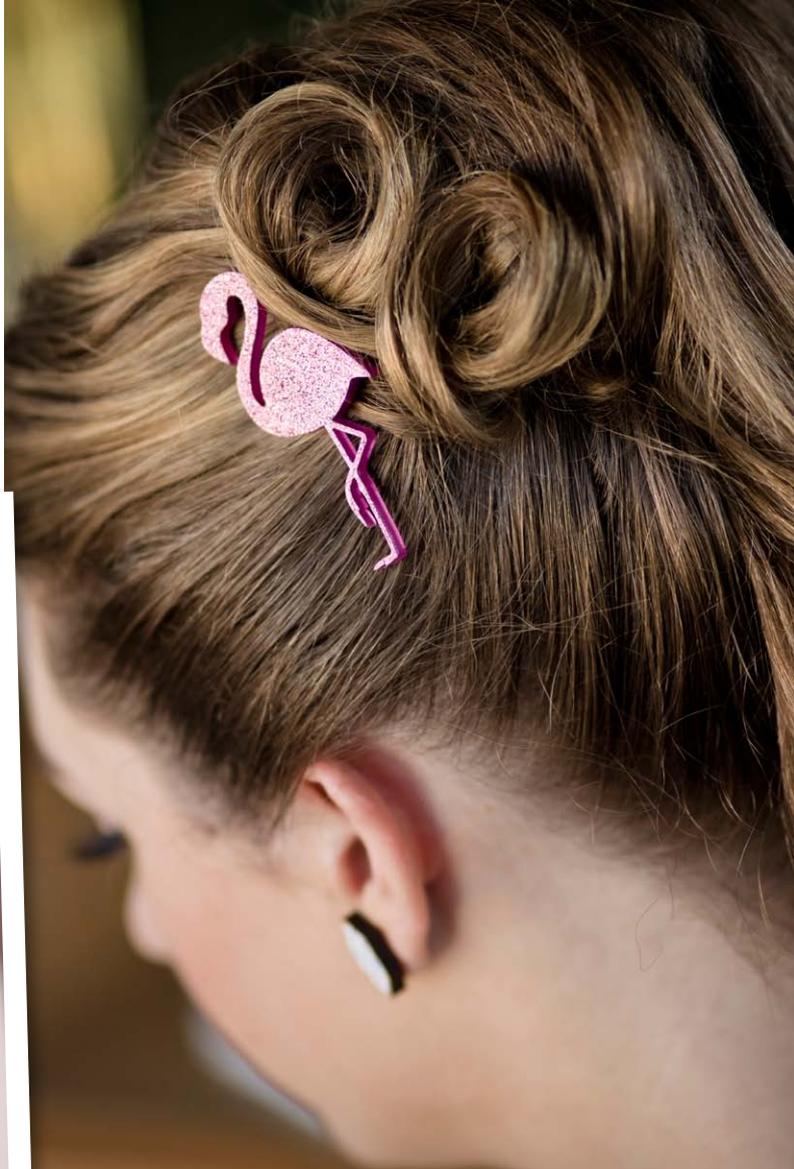


## { cocktail menu }

Served on vintage silver trays, smoked salmon blinis with caviar and stuffed cherry tomatoes are an elegant addition to the cocktail food list. Delicious mini burgers with "fries" add a fun retro twist to the menu.

THIS PAGE & OPPOSITE: pineapple brooch, flamingo hairpin, lush glitter drop earrings, summer confetti geometric studs and scalloped wooden necklace each to own, floral dress Jack's Daughter, flamingo dress Pigtails and Pirates, hair Mobile Bridal hair and Makeup, makeup ZMA Professional Hair Makeup and Beauty

please visit the designer and maker directory at the end of the magazine for contact details



## { look the part }

A cocktail party is the perfect excuse to get dressed up and there is nothing like a gorgeous fifties inspired dress and some pretty jewellery to add to the sense of occasion.

Keep the makeup light and simple, highlighting the lips in a bold colour. Hair can be worn out or pulled back in a classic fifties ponytail.







THIS PAGE & OPPOSITE: **flamingo dress** Pigtails and Pirates, **hair** Mobile Bridal hair and Makeup, **makeup** ZMA Professional Hair Makeup and Beauty, **cocktail food** Miss Prim and Mr Proper, **props** and **cushions** Colour Cues  
**please visit the designer and maker directory at the end of the magazine for contact details**



## { something sweet }

Every cocktail party should include some sweet treats. Life is too short not to enjoy dessert! These gorgeous cupcakes from Miss Prim and Mr Proper not only look amazing but are the perfect compliment to a glass of bubbles.

THIS PAGE AND OPPOSITE: **floral dress** Jacks daughter, **flamingo dress** Pigtails and Pirates, **cupcakes** Miss Prim and Mr Proper, **props** Colour Cues, **photography** Rowena Clarke Photography  
please visit the designer and maker directory at the end of the magazine for contact details



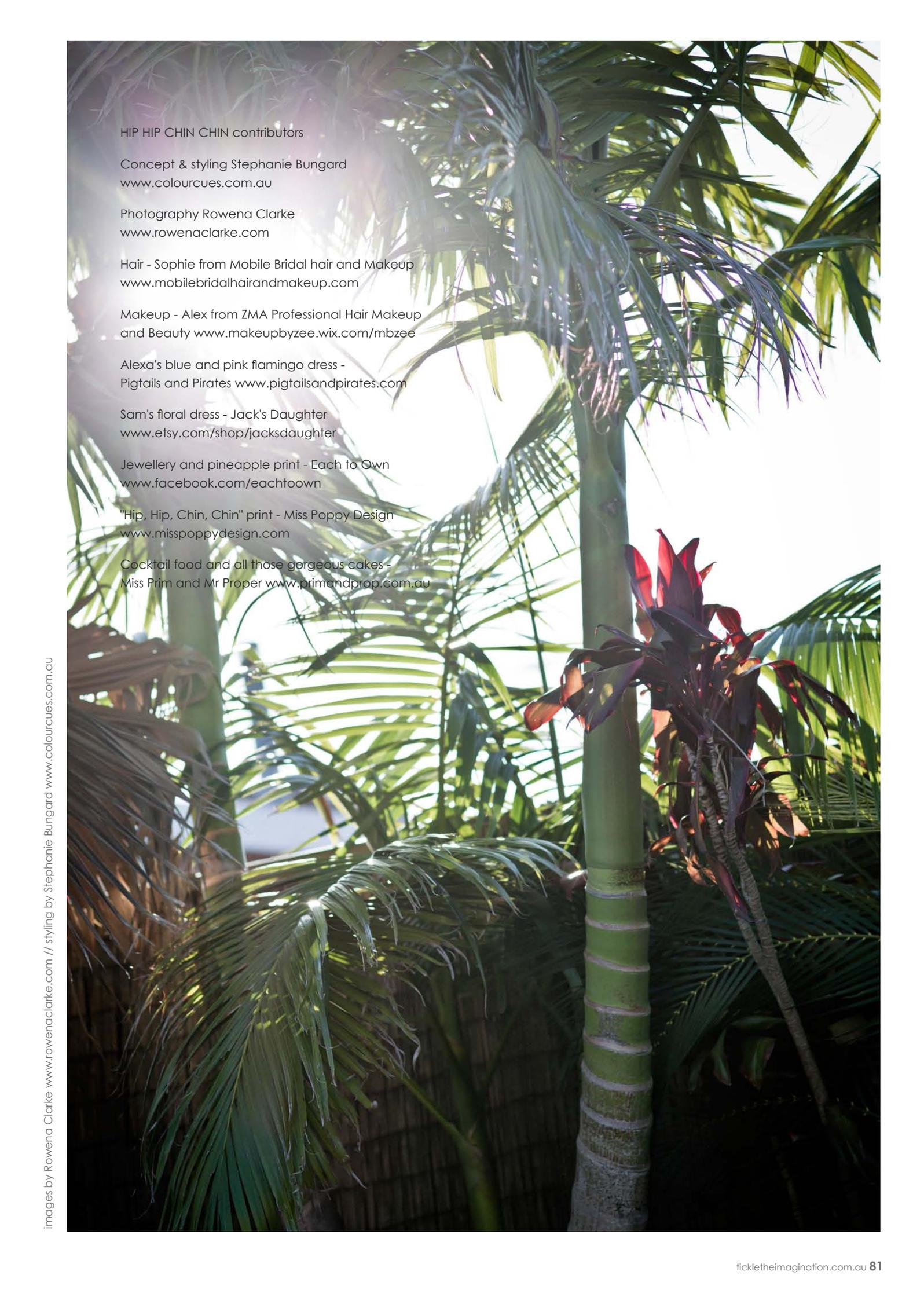
### *a note from the stylist...*

A huge thank you must go to the lovely and very generous Sue and Greg for allowing us to use their amazing pool area. It was the perfect space for our shoot!

To our wonderful models – Alexa, Sam, Edward and Tom, who all did an amazing job looking so chic and glamorous on such a very hot Sydney day.

And finally, thanks to Ro, Daniela, Sophie, Alex, Jenni, Laura, Kirsten and Rachel for being a part of this shoot. I am so lucky to have been able to work with such amazing creative people.

*Steph x*

A vertical photograph of a tropical garden. In the foreground, there are several palm trees with long, feathery fronds. A prominent palm tree trunk is visible in the center-right. To the right, there is a plant with large, dark red, pointed leaves. The background is a bright, slightly overexposed sky, suggesting a sunny day. The overall mood is lush and vibrant.

HIP HIP CHIN CHIN contributors

Concept & styling Stephanie Bungard  
[www.colourcues.com.au](http://www.colourcues.com.au)

Photography Rowena Clarke  
[www.rowenaclarke.com](http://www.rowenaclarke.com)

Hair - Sophie from Mobile Bridal hair and Makeup  
[www.mobilebridalhairandmakeup.com](http://www.mobilebridalhairandmakeup.com)

Makeup - Alex from ZMA Professional Hair Makeup  
and Beauty [www.makeupbyzee.wix.com/mbzee](http://www.makeupbyzee.wix.com/mbzee)

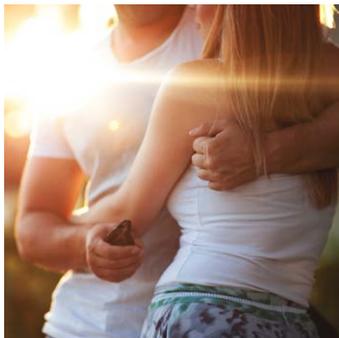
Alexa's blue and pink flamingo dress -  
Pigtails and Pirates [www.pigtailsandpirates.com](http://www.pigtailsandpirates.com)

Sam's floral dress - Jack's Daughter  
[www.etsy.com/shop/jacksdaughter](http://www.etsy.com/shop/jacksdaughter)

Jewellery and pineapple print - Each to Own  
[www.facebook.com/eachtoown](http://www.facebook.com/eachtoown)

"Hip, Hip, Chin, Chin" print - Miss Poppy Design  
[www.misspoppydesign.com](http://www.misspoppydesign.com)

Cocktail food and all those gorgeous cakes -  
Miss Prim and Mr Proper [www.primandprop.com.au](http://www.primandprop.com.au)



photography with heart



DEANNA **WHYTE**  
photography

[www.deannawhyte.com.au](http://www.deannawhyte.com.au)



# eat dessert for breakfast

RECIPE NICOLE JOY | STYLING LYNDEL MILLER | PHOTOGRAPHY MINDI COOKE

Meet the team behind delicious new recipe & inspiration book 'why it's perfectly acceptable to eat dessert for breakfast'



*yum...raspberry love cakes...*

**Lyndel Miller //stylist//**

Lyndel Miller is a freelance commercial food, interiors and stills stylist. Responsible for the production, art direction and styling of 'Eat Dessert for Breakfast', Lyndel loved the process - 'I lived and breathed this book for months' ' ...I wanted it to be perfect and I'm happy with the result.'

Lyndel is passionate about all elements of styling , bringing a brief to life and producing quality work.

A cookbook author herself, Lyndel is currently writing her second book.

She works in advertising, editorial and publishing circles.

**[www.lyndelmiller.com](http://www.lyndelmiller.com)** or follow her on Instagram / [lyndelmillerstylist](https://www.instagram.com/lyndelmillerstylist)





## Nicole Joy //author//

A former school teacher and entrepreneur at heart, Nicole's broad-ranging experience includes successfully developing her own jewellery line, being crowned Miss World QLD, hosting a children's program on Channel 9 and establishing her own sleepwear label. Nicole Joy is an inspirational foodie who shares her story of rediscovering her love of food, particularly the sweet kind, through her successful blog and the sellout dessert classes she hosts. Nicole believes in nourishing the body and soul with delicious, wholesome ingredients, and advocates that healthy eating does not mean compromising on flavour.

[www.nicolejoyinspire.com](http://www.nicolejoyinspire.com)

*the dessert that started it all...*



my breakfast chocolate mousse

## my breakfast chocolate mousse

The dessert that started it all. There I was, perched on my kitchen bench, savouring each spoonful like it was a gift from above, and it hit me... this dessert is totally acceptable to eat for breakfast!

prep time: overnight | make time: 30 minutes | stand time: 2-3 hours | serves: 2

- 1 can (400ml) coconut cream
- 2 tbsp cacao powder
- 1 tbsp maple syrup
- 1 tbsp psyllium husk
- 1 cup Medjool dates, pitted
- soaked overnight
- 1 tsp vanilla extract
- ¼ cup cacao butter, melted (optional)

Blend all ingredients until smooth. You may need to regularly stop the blender and scrape down the sides with a spatula to allow a well combined mixture. Taste. Sweet enough? Chocolatey enough? Adjust if desired.

Divide the mousse evenly into two glasses, cover and refrigerate for 2-3 hours. Top with either pomegranate jewels or fresh berries and coconut chips.

Will keep in the fridge for 2-3 days.

*...an assortment  
of truffles, bites  
& balls...*



*...tahitian lime &  
coconut cupcakes...*



### Tegan Kiri & Jessica Lee //design//

Responsible for the design and layout of the book, Tegan Kiri and Jessica Lee are the owners and operators of Harpa. 'Tigz' and Jess began working together on freelance projects at the beginning of 2013, and it didn't take long before they realised how well they worked together as a team and complemented each others skills, whilst sharing a mutual style and creative vision.

[www.harpadesign.com](http://www.harpadesign.com)

## Mindi Cooke //photographer//

Mindi Cooke is a freelance commercial and editorial photographer specialising in food, interiors and lifestyle. Snap happy since high school Mindi has been working professionally for the past 6 years. Mindi is renowned for her love of light and uncomplicated compositions, capturing moments that tell a story.

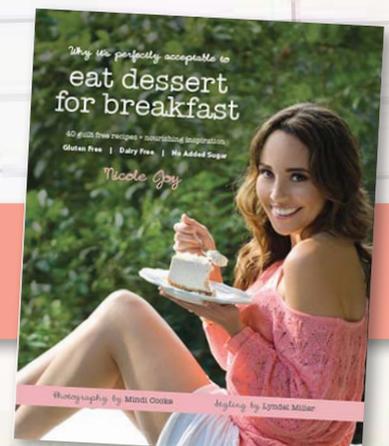
When away from the camera Mindi can be found combing through vintage stores and dreaming of overseas adventures.

[www.mindicooke.com](http://www.mindicooke.com)



*...and a special section dedicated to children's parties, including this delicious cookies and cream inspired cake...*

Nicole's book is available for purchase, in both hard copy and e-book format, from her website [www.nicolejoyinspire.com](http://www.nicolejoyinspire.com)





# Aidan's veggie patch

WORDS & STYLING STYLED BY BELLE | PHOTOGRAPHY LEE BIRD PHOTOGRAPHY

*My son, Aidan, has a love of being outdoors. At every opportunity when he sees the back door unlock, he runs over and sneaks between my legs to get outside.*

We have a small little veggie patch that Aidan loves digging in and he enjoys watering the plants and picking fresh snow peas and strawberries and popping them straight in his mouth! When thinking of a theme for Aidan's 4th party, I thought a little veggie patch theme would be just perfect for my little gardener!

The invitation was a really cute little custom design seed packet that was sent to guests with some real seedlings to plant at home.

THIS PAGE: (top) the birthday boy, Aidan dresses the part (middle) gorgeous vintage seed packets from the little veggie patch co, Belle (of Styled by Belle) and family at the party

OPPOSITE:

**apple crate hire** the little veggie patch co, **cake, cupcakes, cookies, cake pops, choc mousse mint pots** Kiss My Cakes, **pea, pumpkin and carrot macarons** Macarahrah, **invitations and printables** Ham & Pea Design & Paperie, **styling** Styled by Belle, **photography** Lee Bird Photography

**For vendor contact details please visit the designer and maker directory at the end of the magazine**





*For the dessert table...*

I wanted to create a garden bed effect. I used wooden planks to build up my veggie patch around a trestle table and tiered it with a little picket fence. The bottom tier of the table I covered with crumbled up chocolate cake which looked like real dirt. I then "planted" rows of desserts that looked like vegetables – cabbage cake pops; snow pea, carrot, tomato & pumpkin macarons; cupcakes with mushroom, corn, snow pea & tomato toppers; little pots of green jelly with a garden frog on top; and pots of chocolate mousse cake with a sprig of fresh mint on top.

**THIS PAGE & OPPOSITE:**  
**cupcakes, cookies, cake pops, choc mousse mint pots** Kiss My Cakes, **pea, pumpkin and carrot macarons** Macarahrah, **printables** Ham & Pea Design & Paperie, **styling** Styled by Belle, **photography** Lee Bird Photography

**For contact details please visit the designer and maker directory at the end of the magazine**









*Continuing the healthy theme.* I created a "fresh juice bar" where freshly squeezed fruit & vegetable juices were made for guests.

*For the kids seating.* I bought plastic terracotta pots and turned them upside down. I displayed flowers in watering cans and placed little tin buckets filled with wholesome snacks for the kids to munch on – cherry tomatoes, celery, carrot, cheese and cucumbers sticks. Lunch also included healthy food such as sushi and wholemeal sandwiches. So while we had lots of sweet treats on the dessert table (AKA "veggie patch"), the children also ate really well with healthy food and fresh juices.

THIS PAGE & OPPOSITE:  
**apple crate hire** the little veggie patch co,  
**printables** Ham & Pea Design & Paperie, **styling**  
Styled by Belle, **photography** Lee Bird Photography

**For contact details please visit the designer and maker directory at the end of the magazine**





*For the activities...*

I hired in big wooden apple crates filled with dirt that the kids could dig and plant little flower pots each. Upon arrival each guest received a little pot, apron I had printed with their names, little garden gloves, digging spade and fork. I also set up a scarecrow-making craft activity and a game where kids threw balls at cans of vegetables to knock them down.

So while vegetables are not generally at the top of the list of favourite foods for kids... Styled By Belle certainly made veggies cool for a day!

THIS PAGE & OPPOSITE:  
**apple crate hire** the little veggie patch co,  
**printables** Ham & Pea Design & Paperie,  
**styling** Styled by Belle, **photography** Lee Bird Photography

**For contact details please visit the designer and maker directory at the end of the magazine**





## *Styled By Belle*

Styled By Belle is one of Melbourne's leading boutique event styling companies. Known for their attention to detail and tailored approach, Styled By Belle offers styling services for all sorts of events from weddings, engagements, christenings, children's parties, adult birthdays, corporate events and editorial styling.

Specialising in wow-factor dessert tables and offering complete event management services, Styled By Belle has a strong focus on the little details that create the biggest impact and leave a lasting impression on your guests. Our approach is personal and we love creating innovative and unique ideas.

Styled By Belle will plan and co-ordinate from start to finish and is able to manage all facets of your event - from invitations, catering, entertainment, decoration and styling - all within budgeted parameters and using the best hand selected supplier partners.

No matter the affair, Styled By Belle will be sure to turn your event dreams into an exquisite reality!

Website: [www.styledbybelle.com.au](http://www.styledbybelle.com.au)

Facebook: [www.facebook.com/StyledByBelle](https://www.facebook.com/StyledByBelle)



Every disastrous knockdown was just an opportunity for something better - an attitude I hope to impart to the girls through the program



# celebrating self-esteem

WORDS RUTH LEWIS-JONES | PHOTOGRAPHY DAVE STANDEN

Designer, Youth Leader and School Chaplain, Ruth Lewis-Jones, combined her passions to create a solution to the ever-increasing issues girls in our community face.

A lifetime love of being creative - making cards, paper, pressing flowers, origami, decorations and photobooks - led Ruth to study a Bachelor of Design at the College of Fine Arts - NSW University, majoring in graphics and textiles.

Graduating in 2010, Ruth set out to combine her passions of creativity, working with kids and teenagers and helping people - she hoped to use her design knowledge to help and empower people.

Through her work as a youth leader and school chaplain, Ruth witnessed firsthand the devastating effects of low self-esteem and lack of identity within young girls - and this inspired her to create a solution... the Esteem Designz Program.

The name was inspired by the core concepts of the program - helping girls grow in self-esteem, self-belief, self-confidence, self-worth and identity, all through the growth-producing and health-enhancing process of creativity.

Despite numerous hurdles and no finances to embark on the endeavour, Ruth focused on the impact Esteem Designz already had, the inspiring comments from participants and her hope to empower creative identity and self-worth in girls.

"Every disastrous knockdown was just an opportunity for something better - an attitude I hope to impart to the girls through the program. With positive feedback from the programs that were running, I decided to take a leap of faith and get kits professionally produced - beautiful gifts for the girls to receive."

After running Esteem Designz Program on a camp with at-risk girls and young women, the program director of Jacaranda Cottage, a local women's refuge, commented, "The investment in Esteem Designz was well and truly worth it. The girls were blown away when they received their beautiful kits, feeling so special to receive something so good."

"We hoped for our girls to break free and that is exactly what Esteem Designz Program enabled our girls to do — empowering them with practical strategies and confidence to overcome their struggles."



It was comments from participants like Jas, grade 8, that helped motivate Ruth to continue despite her setbacks, "I discovered more about myself and learnt to trust and believe in who I am. Through the awesome projects, I now know I can cope with anything and I learnt really helpful ways to deal with life. I also learnt that we all have a purpose and not to put others or ourselves down. I feel much more confident in myself."



## *favourite creative businesses...*

Kikki K – I love the concept behind Kikki K – “helping people achieve a sense of wellbeing that comes from being organised in style... leading to improved quality of life.” Any creative business that aims to provide a solution or help improve life in some way has my admiration... and it's so sweet!

Etsy.com.au – so much creativity and diversity on one site. I love seeing people share their creative passions. Always fun to have a look through and get inspired.

Eckersleys – where I used to always go to get my creative supplies. I was definitely a regular customer and every time I went in with a list, I would always pick up other items that gave me inspiration or just looked fun.

## *...and business resources*

7 Habits for Highly Effective People – by Stephen R. Covey – Great habits to help you focus better and solve problems more efficiently. There is also a version for kids that I use within my Chaplaincy role, giving them practical skills and tools for life.

Hootsuite.com – this website helps me schedule posts for the facebook campaign, so I can upload all the inspirational quotes, pics, stories and marketing months in advance.

I don't know that much about business, so definitely seek help from experts in the trade. I try to look out for any opportunities to learn more and am regularly asking questions. I think some of the best advice I was given was to develop a brand overview – brand essence, personality, positioning, values and ideals, benefits etc. This really helped me have a foundational purpose – giving meaning and direction to everything we do.

TED.com – is a great website full of talks on all topics – for direction, inspiration, motivation, new skills etc.



*I love seeing people confident in who they are, knowing their value, worth and identity.*

## *tools of the trade...*

Graphic design would be my most useful tool, so using the Adobe Creative Suite on my beloved iMac is essential in all that I do. I love using paper craft to enhance the computer graphics – using inked stamps, embossers, cut outs, photography and embellishments to create patterns and backgrounds.

## *inspired by...*

People inspire me – I love seeing people confident in who they are, knowing their value, worth and identity. Also nature inspires me – there is so much beauty and creativity in a landscape of wild flowers, for example, that gives me inspiration for design. The design elements for Esteem Designz were inspired by the Allium flower – which represents strength, peace and unity.

## *other creative passions...*

I love cooking – everything and anything. I love creating flavours, developing recipes, plating and of course eating! I especially love cooking for people. I also love making gifts for people – paper photo flower balls, journals, dresses, wall decorations, note cards...

## *typical week...*

Every week is quite different for me, but basically consists of working as school chaplain on Mondays and Wednesdays, where I get the absolute pleasure of supporting the wellbeing of students, staff and families within the school. The other days are taken up working on Esteem Designz – running the program, doing admin, advertising, graphics, marketing, creating partnerships, distribution, product development, and working alongside other organisations to empower girls. My week is also full of serving my local church – leading a youth group, girl's group, life group and mentoring.



Esteem Designz Program is a comprehensive resource that gently takes girls through a journey of self-exploration and empowerment, utilising the creative process as a joyful, uplifting and transforming experience.

Ruth utilised the concepts of art and expressive therapy, emotional design, choice theory, reality therapy, usability, ergonomics, empathic design and strengths-based approaches to produce a comprehensive, responsible and effective program for girls in years 6-10 (as well as younger and older girls).

Each stage of the program provides another coping strategy and an opportunity for girls to discover more about themselves.

With fun, interactive and meaningful design projects, the girls are engaged, equipped and empowered to create value, confidence, worth and self-respect.

### *benefits of creativity...*

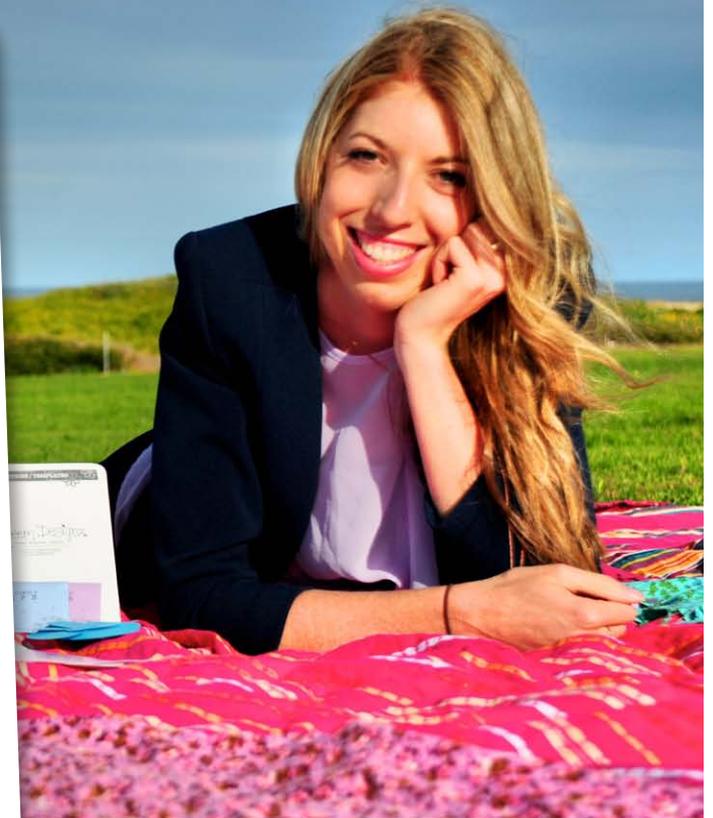
The creative process can be a health-enhancing and growth-producing experience. It is seen as an opportunity to express oneself imaginatively, authentically and spontaneously; an experience that, over time, can lead to personal fulfillment, emotional reparation and transformation. (Malchiodi 2006)

Creativity helps us explore and look at things from different perspectives. It can be a key to unlock hidden feelings and attitudes and help us find direction and clarity through the relaxing and enjoyable process.





This has been the hardest and most challenging thing I have ever done but also the most rewarding and meaningful. I wouldn't trade those hardships even if it helps only one girl. In producing Esteem Designz Program I have grown in confidence too, experienced a strength I could not have imagined and know without a doubt what I want to do with my life.





*...seek a job that brings you joy and meaning. Do what you love...*

### favourite moments...

I love all the comments and testimonies I get from the girls and facilitators that participate in Esteem Designz Program – “Esteem Designz changed my life”, “helped me overcome struggles”, “grew in friendships”, “gained confidence in myself”, and so many more. It is one of the best and most precious experiences to watch girls begin to know their worth and value, develop self-belief and confidence and be empowered to live out a purposeful life. Such an amazing privilege I have.

One of my favourite comments were from the year 6 girls of a local public school. After running Esteem Designz Program with them, they made me a beautiful card saying, “thank you for making us feel like sunshine and rainbows. You made us shine brighter than ever before”.

It warms my heart every time I think about the impact Esteem Designz Program is having in girls' lives and also in those who facilitate.

### future plans...

The Esteem Designz Bible Study has just been released which is very exciting for me! With this, Christian organisations have the unique opportunity to focus and center the girl's identify, value and purpose on God. The Bible study is designed to complement and give biblical focus to Esteem Designz Program, revealing the girls' true identity in Christ.

We will continue to create valuable partnerships with community and welfare organisations that work with girls, hoping to reach and impact more girls and equip others with resources to empower girls.

In the future, I would love to work alongside others to create a resource that equips and empowers teenage boys to know their strength and value.

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### esteem designz...

For more information about Esteem Designz Program, including all the professional endorsements, participant testimonies, galleries, a film of the program in action, and to order, please visit [www.esteemdesignz.com.au](http://www.esteemdesignz.com.au) or email Ruth directly at [info@esteemdesignz.com.au](mailto:info@esteemdesignz.com.au)

Join the REVOLUTION of empowered girls. Follow us on facebook and Instagram for inspirational quotes, pics, stories, competitions and more. Fill your threads with positive messages of value and worth. [www.facebook.com/Esteem.Designz1](http://www.facebook.com/Esteem.Designz1)  
[www.instagram.com/esteemdesignz](http://www.instagram.com/esteemdesignz)



### lessons learned...

Challenges make us stronger and help us grow. Every hardship is just an opportunity to learn, grow, change our perception, find strength within, and see the blessing that is in every circumstance.

For me being a Christian, I have learnt that God is able to do immeasurably more than we could ever hope for or imagine. I have learnt to trust God in every circumstance, knowing that He is working for my good even in the hardest times. I have learnt to depend on His strength and live in His unfailing love, experiencing true peace, joy and satisfaction.

I encourage people to seek a job that brings you joy and meaning. Do what you love, not just because you're good at it. Your passion can be your career. If there isn't a job definition that suits your passions, create your own position – that's what I did and you can too! Start living your dream. Its hard work, but well and truly worth it!

### secret of success...

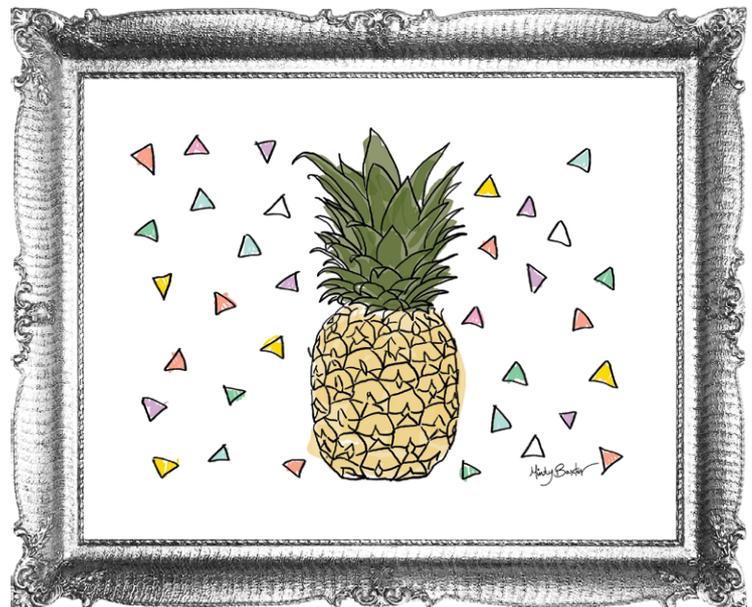
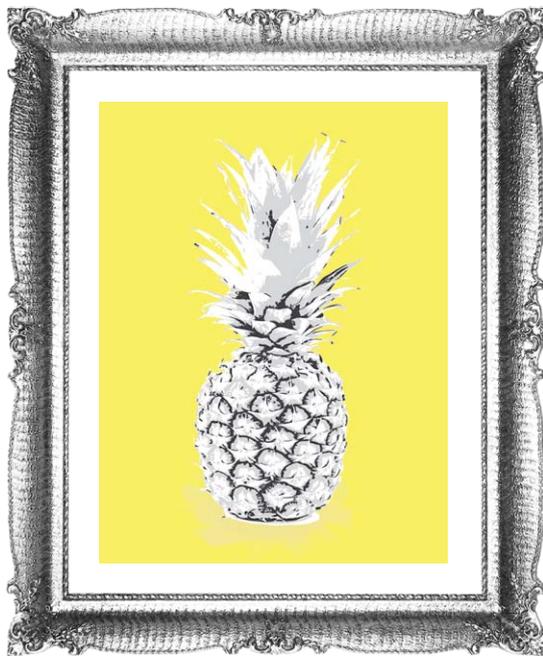
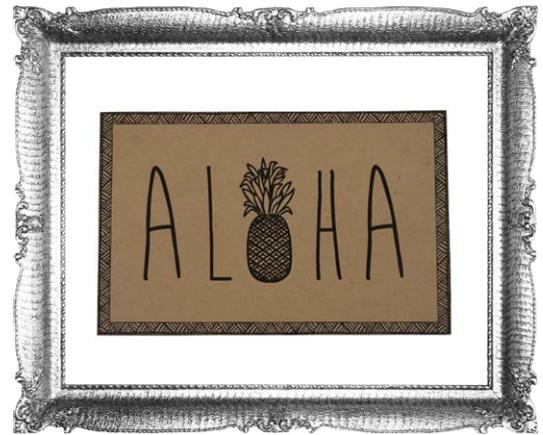
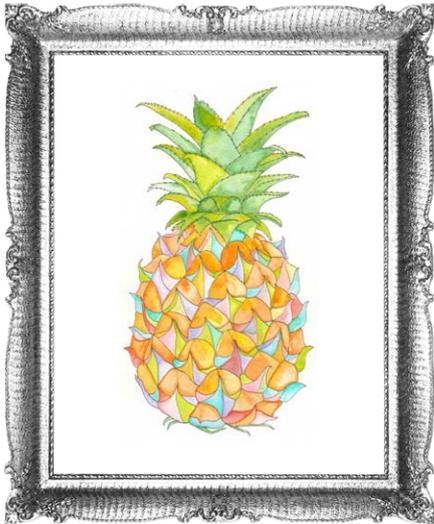
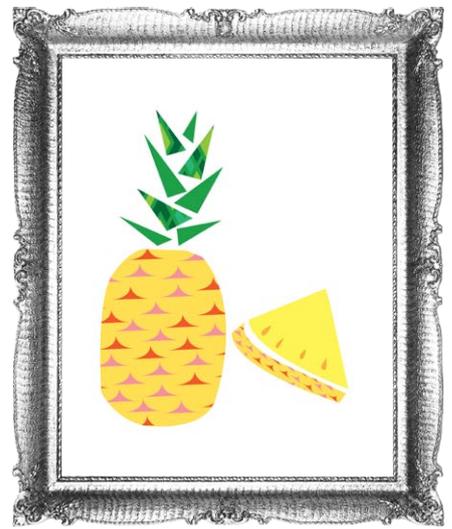
I believe success is doing what you love, positively investing in the lives of those around you and being confident in your true identity.

I love the quote by Albert Einstein – “Strive not to be a success, but rather to be of value”. If you are adding value to another's life – that is success.

You are valuable, so if you are being yourself, then that is success too!

THIS PAGE (from top, L-R)  
'retro pineapple' print hello pants,  
'rainbow pineapple' print jettas nest,  
pineapple brooch each to own,  
'Aloha' wedding labels wanderlust weddings,  
'bright pineapple' print in yellow wallstudio,  
'pineapple' postcard minty baxter

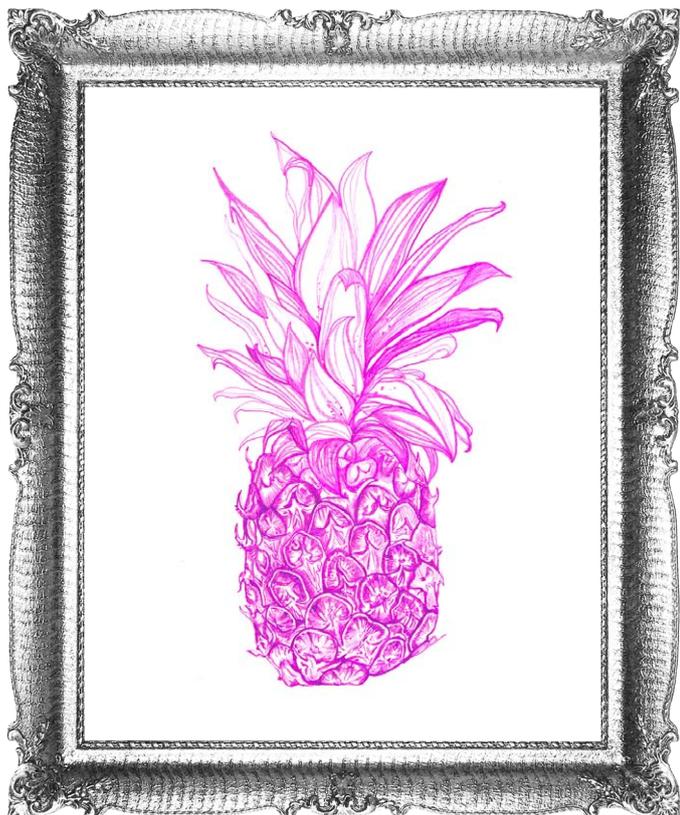
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# gallery wall

*a collection of pineapple inspired creations*

COMPILED BY TANYA COLLIER



**THIS PAGE** (from top, L-R)  
**'tropical pineapple multicoloured'** LaLuce,  
**'pink pineapple'** meeki designs,  
**pretty pineapple studs** mikano world,  
**pineapple earrings** pom by pomegranate,  
**'spotted pineapple'** core,  
**'pineapple wall cameo'** each to own,  
**'purple pineapple'** milkk money

please visit the designer and maker directory at the end of the magazine for contact details





# attention to detail

a collection of talented stylists and planners from every corner of Australia, to help you create a truly unique event

## 1 Whimsy Petite Styling

{whimsy} playful, quaint or fanciful

{petite} small delicate or dainty

This perfectly sums up the signature style of Brisbane's much sought after stylist, Whimsy Petite Styling.

Specialising in bespoke event coordination and styling, freelance styling and photography styling for families, weddings and commercial clients, whatever the occasion you can be certain of one thing with Whimsy Petite, we have a passion for what we do - creating something unique with attention to the details.

Whether its our signature style of a unique blend of fresh, rustic vintage chic and retro influences or you have a more contemporary style in mind, we pride ourselves in creating the perfect soiree or set for each clients budget and brief.

Working closely with our clients we strive to provide a high quality, personally tailored service to suit your location and budget.

Contact Tash to discuss available services including, but not limited to, bespoke boutique weddings Australia wide, photoshoot styling - commercial, food, fashion or families, intimate bespoke vintage themed events, market stall design and styling, store merchandising and prop hire

Find us on facebook or visit our brand new website, which will be live soon - [www.whimspetitestyling.com](http://www.whimspetitestyling.com)

## Whimsy Petite Styling 1

Adelaide Hills Vintage Chic Wedding  
Bride and Groom: Leigh and Ruth van den Brink  
Complete wedding planning and styling services  
Whimsy Petite Styling  
Photography by Ted and Li - [www.tedandli.com.au](http://www.tedandli.com.au)

QLD

[www.facebook.com/whimspetitestyling](http://www.facebook.com/whimspetitestyling)

email: [whimspetite@hotmail.com](mailto:whimspetite@hotmail.com)



## 2 My Garden Party

My Garden Party was lovingly created to provide a refuge for busy Mums trying to plan their child's birthday party, a christening or any children's event.

A mother myself, I loved going to look at stationery stores and have been known to drive all over Sydney (yes, and order from overseas) just to find the perfect party invitation for my child's birthday! It was a very tricky business doing this with my children in tow, and I longed for an online shop where I could buy all the beautiful items I needed in one place.

In addition to our beautiful children's party store, we hire a unique range of party items specifically designed for children. Browse through our unique range of party hire children's chairs and tables or look for that perfect centrepiece to finish your party décor.

NSW

[www.mygardenparty.com.au](http://www.mygardenparty.com.au)



## 3 The Candy Tree

As a busy mum myself, I am only too aware of how time consuming and expensive it can be to bring together all the elements required for a gorgeous party.

All of our gorgeous supplies are organised into themed packages available for you to hire. And you'll find it's very affordable, especially as you can choose to collect and setup yourself!

Every theme comes complete with costumes, child-size table and chairs, themed decor and tableware complete with setup instructions and an inspiration booklet that's filled with recipes, games and more!

Parties are such a lovely way to celebrate the special occasions in your child's life. The look on their gorgeous little face when they see a room you have transformed just for them is priceless ... and the fun and memories created at the party last a lifetime.

WA

[www.thecandytree.com.au](http://www.thecandytree.com.au)



## 4 Origami-A-Go-Go

An Origami-A-Go-Go party is a delightful event for your special girl. Our exclusive parties are the perfect way to create an unforgettable experience that you can tailor to suit your preferences.

An experienced party entertainer comes to you to share the art of origami, folding traditional and modern designs and guiding your daughter and her guests through a rewarding afternoon of fun and folding. The children then collaborate to create a unique, personalised origami gift. Nothing can replace the look of joy on the face of the birthday girl when she sees what her friends have created. The delight is priceless.

An Origami-A-Go-Go party is a unique opportunity for your special girl to share an enchanting experience whilst creating a gorgeous origami gift to treasure.

VIC

[www.origami-a-go-go.com](http://www.origami-a-go-go.com)



## 5 Little Sweet Styling

Little Sweet Styling was born from a love of having much fun creating themed birthday parties for my own children and has now grown into a business that ranges from styling kitchen teas, birthdays and weddings, through to magazine photo shoots, commercials and events. My most popular service is organising and setting up dessert tables, having lots of fun with food, decorations and props.

If you simply want help pulling all of your ideas together, I can provide an electronic Theme Branding service and shopping guide, which is great for busy parents all over the country.

For those that live locally, I have many props available for hire, and I encourage DIY!

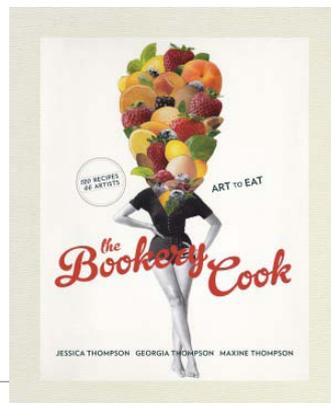
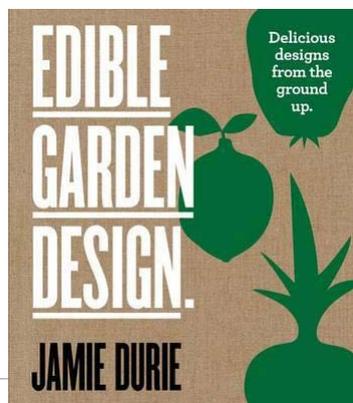
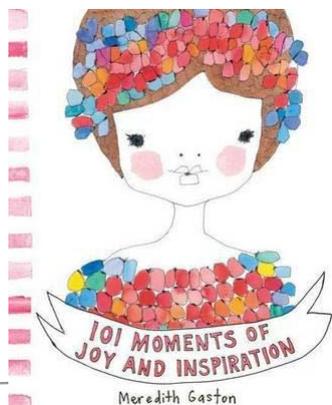
Let me take the hard part out of your next celebration, while you enjoy all of the fun bits!

SA

[www.littlesweetstyling.com.au](http://www.littlesweetstyling.com.au)

# on our bookshelf

REVIEWS TANIA McCARTNEY WWW.TANIAMCCARTNEY.COM



## 101 Moments of Joy and Inspiration

**Meredith Gaston**  
Lantern

Subscribing to the notion that our 'our thoughts shape our worlds', author/illustrator Meredith Gaston has combined a joyful collection of quotes, ideas and beautiful watercolour imagery that will inspire, even on the plainest of days. This gorgeously-produced book is a follow-up to Gaston's *Tucked In*, and is pure and pretty tonic for the soul, featuring inspirational quotes and ideas from such luminaries as Walt Disney, Oscar Wilde, Rainer Maria Rilke and more. This book encourages a love of life and full appreciation of all things beautiful. Perfect for lovers of art and lovers of life.

## Edible Garden Design

**Jamie Durie**  
Penguin Books

Nature's eye candy flourishes in Jamie Durie's latest creation—a beautiful book combining nutrition and aesthetics. Cultivating our own edible plants is not only simple, cost effective, healthful and environmentally sound, it's visually enchanting. From a fish farm in Thornbury to a rooftop veggie patch in New York, Jamie showcases ways to plant and enjoy home-grown food using anything from windowsills to bathtubs. With inspiring, real-life case studies in Australia and the US, this book is sure to inspire a thriving produce market in your own backyard. Gorgeously produced.

## The Bookery Cook

**Jessica, Georgia and Maxine Thompson**  
Murdoch Books

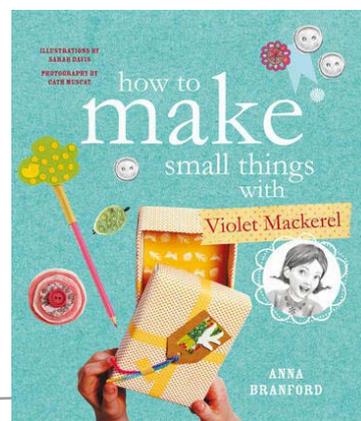
Sisters Jessica, Georgia and Maxine Thompson are foodies in the true family sense of the word. Their blog [www.thebookerycook.com.au](http://www.thebookerycook.com.au) celebrates their innate love of food, and in this beautiful cookbook, the sisters also reveal

an artistic side. Instead of photographing their recipes, the girls sourced artists from all over the world, commissioning dedicated artworks in a huge variety of styles and media. The result is a striking book of beloved food inspiration that will appeal to the art lover as much as the foodie. Anyone with a love of food and beautiful imagery will quickly immerse, so grab yourself a large spoon. Bon appétit!

## How to Make Small Things, with Violet Mackerel

**Anna Branford**  
Walker Books Australia

Children's author Anna Branford is quite the craftswoman (see her gorgeous handmade treasures at her website [www.annabranford.com](http://www.annabranford.com)). It's no surprise, then, that her adorable children's book character, Violet Mackerel, has inherited the same handmade gene. Kids love to make small things, and Violet shares some truly divine little projects kids will simply adore. Something for your hair, perhaps? Or a miniature chest of drawers to be filled with teensy treasures? Not only are the projects doable, they are actually really gorgeous (and would quickly inspire big kids, too). It's a joy to see unique ideas in a craft world so prone to repetition. A mini-crafter's dream.

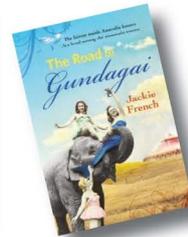


For more reviews visit Kids' Book Review online at [www.kids-bookreview.com](http://www.kids-bookreview.com)



## KIDS' BOOK REVIEW

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- ★ fabulous parent/teacher resources
- ★ Literary Hub for authors + illustrators
- ★ run by industry pros
- ★ an Aussie site



The best books, reviewed with insight and charm, but without compromise. - Jackie French

[www.kids-bookreview.com](http://www.kids-bookreview.com)

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business + brand development programs  
one-on-one coaching + mentoring packages  
a supportive network for **creatives**  
to help you build a sustainable business  
*doing what you love!*

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**exsto**

[studioexsto.com](http://studioexsto.com)

# designer and maker *directory*

## **Against The Grain Designs**

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## **Arabella's Vintage Wardrobe**

[www.facebook.com/arabellas.vintage.wardrobe](http://www.facebook.com/arabellas.vintage.wardrobe)

**Ard&I** [www.ardandi.etsy.com](http://www.ardandi.etsy.com)

**Ashdown & Bee** [www.ashdownandbee.com](http://www.ashdownandbee.com)

**Blossom & Cat** [www.blossomandcat.com.au](http://www.blossomandcat.com.au)

**Bubble & Sweet** [www.bubbleandsweet.blogspot.com.au](http://www.bubbleandsweet.blogspot.com.au)

**Colour Cues** [www.colourcues.com.au](http://www.colourcues.com.au)

**Core** [www.etsy.com/au/shop/corejewellery](http://www.etsy.com/au/shop/corejewellery)

**Cupcake Cravers** [www.facebook.com/CupcakeCravers](http://www.facebook.com/CupcakeCravers)

**Dave Standen** [www.facebook.com/StandenPhotography](http://www.facebook.com/StandenPhotography)

**Each to Own** [www.eachtoown.etsy.com](http://www.eachtoown.etsy.com)

**Earth Greetings** [www.earthgreetings.com.au](http://www.earthgreetings.com.au)

**Elodie and Elvis** [www.elodieandelvis.com.au](http://www.elodieandelvis.com.au)

**Esteem Designz** [www.esteemdesignz.com.au](http://www.esteemdesignz.com.au)

**Etta Photography** [www.ettaphotography.com.au](http://www.ettaphotography.com.au)

**Flower Opera** [www.floweropera.com.au](http://www.floweropera.com.au)

**Forming Circles** [www.formingcircles.com.au](http://www.formingcircles.com.au)

**George and Gina Designs** [www.georgeandgina.com.au](http://www.georgeandgina.com.au)

**Grace Buckley Makeup Artist** [www.gracebuckley.com.au](http://www.gracebuckley.com.au)

**Ham&Pea Design&Paperie** [www.facebook.com/hamandpea](http://www.facebook.com/hamandpea)

**Happy Lil Chickens** [www.facebook.com/HappyLilChickens1](http://www.facebook.com/HappyLilChickens1)

**Harpa** [www.harpadesign.com](http://www.harpadesign.com)

**Hello Pants** [www.etsy.com/au/shop/HelloPants](http://www.etsy.com/au/shop/HelloPants)

**her handpicked harvest** [www.herhandpickedharvest.com.au](http://www.herhandpickedharvest.com.au)

**Identified Hair** [www.facebook.com/identified.hair](http://www.facebook.com/identified.hair)

**Ikonik Agency** [www.ikonikagency.com.au](http://www.ikonikagency.com.au)

**Jack's Daughter** [www.etsy.com/shop/jacksdaughter](http://www.etsy.com/shop/jacksdaughter)

**Jason Tey Photography** [www.jasontey.com](http://www.jasontey.com)

**Jetta's Nest** [www.etsy.com/au/shop/JettasNest](http://www.etsy.com/au/shop/JettasNest)

**Katie Waddell Photography** [www.katiewaddell.com](http://www.katiewaddell.com)

**Kids' Book Review** [www.kids-bookreview.com](http://www.kids-bookreview.com)

**Kiss My Cakes** [www.facebook.com/KissMyCakes.Australia](http://www.facebook.com/KissMyCakes.Australia)

**LaLuce** [www.etsy.com/au/shop/LALUCEDESIGN](http://www.etsy.com/au/shop/LALUCEDESIGN)

**La Paleta** [www.facebook.com/ilovepaletas](http://www.facebook.com/ilovepaletas)

**Lee Bird Photography** [www.leebirdphotography.com.au](http://www.leebirdphotography.com.au)

**Little Sweet Styling** [www.littlesweetstyling.com.au](http://www.littlesweetstyling.com.au)

**Lolliette** [www.lolliette.etsy.com](http://www.lolliette.etsy.com)

**Lyndel Miller** [www.lyndelmiller.com](http://www.lyndelmiller.com)

**Macarahrah** [www.macarahrah.com.au](http://www.macarahrah.com.au)

**Meeki Designs** [www.etsy.com/au/shop/MeekiDesigns](http://www.etsy.com/au/shop/MeekiDesigns)

**Melville Rose Nursery**, Carmel [www.melwillenurseries.com.au](http://www.melwillenurseries.com.au)

**Michelle Offerman** [www.michellofferman.com](http://www.michellofferman.com)

**Mikano World** [www.madeit.com.au/Mikano](http://www.madeit.com.au/Mikano)

**Milkk Money** [www.madeit.com.au/milkkmoney](http://www.madeit.com.au/milkkmoney)

**Mindi Cooke** [www.mindicooke.com](http://www.mindicooke.com)

**Mint Soda** [www.facebook.com/mintsoda.xo](http://www.facebook.com/mintsoda.xo)

**Minty Baxter** [www.etsy.com/au/shop/mintybaxter](http://www.etsy.com/au/shop/mintybaxter)

**Miss Poppy Design** [www.misspoppydesign.com](http://www.misspoppydesign.com)

**Miss Prim and Mr Proper** [www.primandprop.com.au](http://www.primandprop.com.au)

**Mobile Bridal Hair and Makeup**

[www.mobilebridalhairandmakeup.com](http://www.mobilebridalhairandmakeup.com)

**Mosquita** [www.mosquita.com.au](http://www.mosquita.com.au)

**My Garden Party** [www.mygardenparty.com.au](http://www.mygardenparty.com.au)

**My Pampered Little Princess**

[www.facebook.com/My-pampered-little-princess](http://www.facebook.com/My-pampered-little-princess)

**Nicole Joy** [www.nicolejoyinspire.com.au](http://www.nicolejoyinspire.com.au)

**No 9 Bridal Couture** [www.no9bridalcouture.com](http://www.no9bridalcouture.com)

**Oh Veronica** [www.ohveronica.com.au](http://www.ohveronica.com.au)

**Olive Farm Designs** [www.olivefarmdesigns.com](http://www.olivefarmdesigns.com)

**Origami-a-go-go** [www.origami-a-go-go.com](http://www.origami-a-go-go.com)

**Penny Lane Studio** [www.pennylanestudio.com.au](http://www.pennylanestudio.com.au)

**PetticoatByEssie** [www.petticoatbyessie.etsy.com](http://www.petticoatbyessie.etsy.com)

**Pigtails and Pirates** [www.pigtailsandpirates.com](http://www.pigtailsandpirates.com)

**Pink & Grey** [www.pinkandgrey.com.au](http://www.pinkandgrey.com.au)

**Polkadot Prints** [www.polkadotprints.com.au](http://www.polkadotprints.com.au)

**Pom by Pomegranate**

[www.etsy.com/au/shop/pombypomegranate](http://www.etsy.com/au/shop/pombypomegranate)

**Poplin & Panache** [www.poplinpanache.com.au](http://www.poplinpanache.com.au)

**Richard Ibrahim** [www.richardibrahim.com](http://www.richardibrahim.com)

**Rowena Clarke** [www.rowenaclarke.com](http://www.rowenaclarke.com)

**Ruby & Me** [www.rubyme.bigcartel.com](http://www.rubyme.bigcartel.com)

**Sparrow & B** [www.sparrowandb.com.au](http://www.sparrowandb.com.au)

**Studio Exsto** [www.studioexsto.com](http://www.studioexsto.com)

**Styled By Belle** [www.styledbybelle.com.au](http://www.styledbybelle.com.au)

**Tania McCartney** [www.taniamccartney.com](http://www.taniamccartney.com)

**Tanya Jade** [www.facebook.com/TanyaJadesPage](http://www.facebook.com/TanyaJadesPage)

**Ted & Li Photography** [www.tedandli.com.au](http://www.tedandli.com.au)

**The Candy Tree** [www.thecandytree.com.au](http://www.thecandytree.com.au)

**The Little Veggie Patch Co** [www.littleveggiepatchco.com.au](http://www.littleveggiepatchco.com.au)

**The Seventh Duchess** [www.theseventhduchess.com](http://www.theseventhduchess.com)

**This n That Kat**

[www.facebook.com/pages/This-n-That-Kat/118565301567275](http://www.facebook.com/pages/This-n-That-Kat/118565301567275)

**Vintage Pie Photography** [www.vintagepiephotography.com](http://www.vintagepiephotography.com)

**Wallstudio** [www.wallstudio.com.au](http://www.wallstudio.com.au)

**Wanderlust Weddings**

[www.etsy.com/au/shop/WanderlustWeddings](http://www.etsy.com/au/shop/WanderlustWeddings)

**Wedding Day Flair** [www.weddingdayflair.com](http://www.weddingdayflair.com)

**Whimsy Petite Styling** [www.facebook.com/whimsypetitestyling](http://www.facebook.com/whimsypetitestyling)

**ZMA Professional Hair Makeup and Beauty**

[www.makeupbyzee.wix.com/mbzee](http://www.makeupbyzee.wix.com/mbzee)

# explore

## creative calendar

A collection of gorgeous handmade and creative events for you to explore.  
Please visit the websites for full details and to check for changes.



### WRITTEN PORTRAITS

A National Creative Writing Competition for Australian Teenagers. Call for entries are 17 March - 9 May

**march-may**

[www.writtenportraits.com.au](http://www.writtenportraits.com.au)

VIC



### KENSINGTON ARTS & CRAFT MARKET

Supporting local talented artisans. Held monthly at Kensington Primary School, Melbourne from 10am - 3pm

**march 30**

[kensingtonartsandcraftmarket@outlook.com](mailto:kensingtonartsandcraftmarket@outlook.com) | find us on facebook



### PRINCESS LADYBIRD

Held in memory of Imogen, Princess Ladybird Week raises funds for the Make-A-Wish Australia® Foundation.

**april 24 - may 01**

[www.imogensangels.com.au](http://www.imogensangels.com.au)

QLD



### HANDMADE REDCLIFFE

Bringing together 75 beautiful handmade stalls, artisanal food, pretty music, face painting & craft classes ~ all by the seaside.

**apr 05, may 03**

[www.handmaderedcliffe.com.au](http://www.handmaderedcliffe.com.au)

WA



### WEDDING UPMARKET

Featuring over 50 handpicked designers to help you create a truly bespoke event. 10am-3pm Winthrop Hall Undercroft, UWA

**may 03**

[www.perthupmarket.com.au](http://www.perthupmarket.com.au)

WA



### PERTH UPMARKET

Featuring over 150 handpicked, local designers and makers.

10am-4pm. Winthrop Hall and Hackett Hall, UWA

**june 29**

[www.perthupmarket.com.au](http://www.perthupmarket.com.au)

QLD



### ECO WEDDING FAIR

Australia's first wedding fair of its kind, Eco Wedding Fair compiles some of the most innovative eco chic suppliers that the country has to offer.

**june 29**

[www.ecobrides.com.au](http://www.ecobrides.com.au)

QLD



### THE HANDMADE EXPO

A monthly 'Handmade, hand-crafted, home-baked, artisans' market. Check our website for dates and locations.

**5 locations!**

[www.thehandmadeexpo.com.au](http://www.thehandmadeexpo.com.au)

# creative marketplace



**Free Range Living** is a unique Creative Learning Centre that offers a variety of contemporary hand crafts and specialist therapy programs, for children, young people and the adults in their community who care for and inspire them. Purchase their designer DIY CreativTea Kits online at

[www.freerangeliving.co](http://www.freerangeliving.co)



## Wholehearted

At Wholehearted we make beautiful handmade homewares with love and from the heart. We adore making custom items to create your perfect room.

[www.wholehearteddesigns.com.au](http://www.wholehearteddesigns.com.au)



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 ~ Redlands ~  
 ~ Morayfield ~  
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[www.thehandmadeexpo.com.au](http://www.thehandmadeexpo.com.au)  
 f handmadeexpo



penny lane studio

[WWW.PENNYLANESTUDIO.COM.AU](http://WWW.PENNYLANESTUDIO.COM.AU)  
 STATIONERY ∞ DÉCOR ∞ PAPERIE

## Penny Lane Studio

Beautiful, Bespoke and Unique handcrafted stationery, decor and printable ranges inspired by Classic and Vintage Design. Established in 2011 - formerly known as Red Elephant Creative.

[www.pennylanestudio.com.au](http://www.pennylanestudio.com.au)



**Mud By Nest**

Handmade clay gift tags  
[www.mudbynest.com.au](http://www.mudbynest.com.au)

ribbons galore



**Ribbons Galore**

Ribbons for the modern crafter  
[www.ribbonsgalore.com.au](http://www.ribbonsgalore.com.au)



**Maisie May**

handmade : vintage : retro : celebration  
[www.maisiemay.com.au](http://www.maisiemay.com.au)



**Good Street**

Fresh-themed gift tag sets  
[www.goodstreet.com.au](http://www.goodstreet.com.au)



**Old Vintage Bike**

Childrens Clothing Boutique & Homewares  
[www.oldvintagebike.com.au](http://www.oldvintagebike.com.au)



**Snuggles & Smiles**

Calico doll families with play cottage  
[www.facebook.com/Snugglesandsmiles](http://www.facebook.com/Snugglesandsmiles)



**Creative Works**

Custom Airbrush Studio  
[www.creativeworks.com.au](http://www.creativeworks.com.au)



**John Marshall Arts**

Specialising in lead and sepia portraits  
[www.johnmarshallarts.com](http://www.johnmarshallarts.com)



**Pigtails And Pirates**

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[www.pigtailsandpirates.com](http://www.pigtailsandpirates.com)

# business toolkit: build a business - built just for you

WORDS ELLE ROBERTS STUDIO EXSTO



**Once you have a picture of your perfect business, you can start building a road map to get you to that ideal place...**

As the online, crafty, creative world grows there is more and more information out there about what you should and should not be doing to run a successful business. This is fantastically exciting!

However, there is a downside to all the hype. There are so many advice givers now telling you the right and wrong way to run a business.

While a lot of this advice is helpful and even true in a general sense, it doesn't make it all true for you and your business.

You might read somewhere that the best way to grow a successful profitable business is to focus on wholesale accounts. If your pricing and processes are set up correctly, then it is pretty guaranteed that this is the most efficient way to build your business.

Thing is though, we don't all want to be the next Carmen's Kitchen. Sure, the story of a mum making tasty treats at her kitchen table and turning it into a multi-million dollar business is exciting, you might even find it inspiring, and if that's what you want to achieve with your business I say "You go Girl!".

But maybe, just maybe, you don't want to create a story like that for yourself. Maybe for you, success is contributing a few hundred dollars a fortnight out of your business into the family accounts. Perhaps you are more focused on raising your kids, supporting your family in other ways and the business is a part-time gig.

What I want you to know is that this is just as valid and just as sacred a dream to have. If wholesale accounts don't feel good to you, don't pursue them. If you read somewhere you need an email list to have a successful business but the thought of it makes you want to pry your own eyes out, then don't start an email list.

Build a business that is right for you and

decide for yourself what your version of success looks like.

The best way to do this is to work out what your idea of an ideal business looks like. You can't work towards a goal if you haven't defined it.

## what to consider...

- + What work/products/services do you enjoy working on the most?
- + What kind of timetable do you have in an ideal world; how many hours a day would you work and when?
- + What support would you have in this ideal business? Someone to do your books or manage your admin? Perhaps someone to help with production?
- + How much money would you like to be taking out of your business each year or each month?
- + What kind of training, courses, classes or other personal development would you like to be able to pay for through the business?

There are many more questions you can ask yourself. The clearer you can be with your goals, the more powerful the process will be.

Once you have a picture of your idea of a perfect business you can start building a road map to get you to that ideal place from where you are currently.

Embrace the amazing wealth of information that is now available for creative business owners; it is an exciting and inspiring time! But do not let anyone tell you what your business should look like.

Build a business that is built just for you and your life.

ELLE ROBERTS, BUSINESS AND MARKETING STRATEGIST, RUNS STUDIO EXSTO. THIS IS AN ONLINE SPACE FOR YOU TO ENGAGE IN THE DEVELOPMENT OF YOUR BUSINESS AND BUILD A SUSTAINABLE CAREER, DOING THE WORK YOU LOVE. [www.studioexsto.com](http://www.studioexsto.com)

ELLE IS ALSO THE FOUNDER OF THE ARTFUL BUSINESS CONFERENCE.

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[www.downthatlittlelane.com.au](http://www.downthatlittlelane.com.au)