

From a one-woman business to a national Business Excellence Award

Press Release For Immediate Release From a one-woman business to a national Business Excellence Award Northern Beaches, Sydney, 5th September 2018, Emma McNeilly, founder of Expressions Australia took home the Business Excellence Award at The AusMumpreneur Awards which were held last Friday night, the 31st of August, in Melbourne. Emma started as a one-woman operation, working with a handful of schools and now, Expressions has grown into a national brand and trusted name in the fundraising industry. Emma says: "Expressions is Australia's most loved tea towel fundraising company. We began in 1999 as a one-woman operation and have grown into a thriving business of working women who are proud to help raise funds for community organisations across Australia." To date Expressions has worked on over 18,500 community fundraising projects, helping raise millions of dollars for schools and community groups in every corner of Australia. The products bring an easy, creative and sugar-free solution to vital school and community fundraising. Emma adds "We have close to 3 million tea towels, aprons and bags in kitchens and keepsake boxes in every corner of Australia and around the world. Over 1300 schools and childcare centres trust us each year with their precious artwork, ranging from large city schools to tiny remote communities." "To accomplish this, I employ a team of 5 people to manage different aspects of the business, we have embraced the effective use of digital and online technologies which allows us to work together nationally between Sydney, Margaret River in WA, Tasmania and Burleigh Heads in SW QLD." "Expressions provides a win for everyone involved at every stage of the process. Funds raised, proud children, delighted clients and a healthy business. The tea towels are celebratory and inclusive, and the business has a genuine feel good factor. The sentimentality of children being surrounded by their friends and favourite teachers creates a warm and fuzzy for all, they have become a tradition for so many of our clients." "We really focus on customer service, and I understand from first hand experience how precious volunteer's hours are. Fundraising plays a vital role for grass roots communities, so we strive to ensure our projects are easy to run, everything is supplied, and in turn everybody loves them." "We have thousands of glowing testimonials. A testament to our service is a near perfect Net Promoter score. Half of our annual workload is repeat bookings and hundreds of Coordinators and organisations have worked with us over many years. Our practical products make a lasting memento and the designs encompass a real sense of community, so they sell well for our clients." Peace Mitchell, Co-Founder, AusMumpreneur Network states: "We are delighted that Emma has won this award, she has created an outstanding business and is an inspirational role model and ambassador for mums in business everywhere." Emma has worked in fundraising for over 20 years and has served as a volunteer on many committees for 15 years. She has a rich understanding of the very important and far reaching world of vital community fundraising from both sides of the fence. Emma is now taking that wealth of experience and has formed a niche communications agency - Progeny Communications - which brings brands together with Australia's most powerful consumer, Mums. Emma concludes "Mothers are making the purchasing decisions for most of Australia's households and we are connecting with them, where they are – right at the heart of grassroots communities." Emma's Tips for other Small to Medium Size Businesses: - Put the customer at the forefront of all your business decisions, put yourself in their shoes and plan from there. - Document all your procedures so it's easy to train, then hire people that are better at something than you are and let them do their job. - It's Ok to ask for help – the key to balance for me was learning to let go and embracing the art of delegation. - In the business or at home, outsource if you can, hire a cleaner, engage a bookkeeper, whatever works. There's lots of talented people out there, so when and if you can, share the load. ENDS Media Contact: Candice Meisels candice@candicepr.com - <https://www.expressions.com.au/>