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KIDS' BUSINESS

We hear a lot about how today's young people are the leaders of the future, and how much South Australia needs them to be ready when their time comes. As Entrepreneurs Week starts tomorrow, three ambitious young innovators retrace the paths they took to start up their businesses, and their big plans. They also reveal that determination, imagination and passion underpin each of the very different ideas that have helped them capture attention and find success

WORDS SARAH HENDER PICTURE MATT TURNER

LOTTIE STANBURY, 21

Frio the Label

Lottie Stanbury, of College Park, didn't intend to start a business, but when she wore her new "fur" jacket out with her friends (the fur being ostrich feathers), she started a trend that even she wasn't prepared for. After a long line of requests, she organised her Hong Kong manufacturer to make 20 of them.

Looking at them laid out on the kitchen table, she panicked.

"I said to myself: 'I'm never going to sell this many, I'll have to give them away as presents'."

She waited for a day, when the weather turned cold and rainy, to post a picture of the jackets on Instagram. All 20 sold in two hours, with 40 people on a waiting list.

This was big. She was going to need some better marketing. So, with her mother's help, Lottie hurriedly pulled together a photo shoot, calling in a favour from two friends who are IMG models. After selling all the jackets, she had to borrow them back from her friends for the day! She set up her own website (a skill she learnt at school) and was inundated with requests.

Just over a year later, Frio the Label (*frio* meaning Spanish for cold) is offering furs in nine colours, with vests as well. The brand is stocked in eight stores across Australia and New Zealand with online requests from all over the world. In Adelaide, the jackets are stocked in Denim Iniquity, TuYu, Outdoors on Parade and through Niki Belle online.

Frio offers international shipping to the US, UK, Spain, Germany, Ireland, Thailand and New Zealand but can ship anywhere on request. The product is so light that shipping costs are minimal, making it the perfect item to sell overseas.

Lottie is in her final year of an Entrepreneurship and Innovation degree at Adelaide University.

She credits the degree with giving her confidence about the things she is doing with Frio and ideas about what things she could be doing. Sharing business ideas with like-minded fellow students over lunch has

also been helpful. Lottie's parents have also been a big influence, both being business owners themselves.

If the extent of Frio's success came as a surprise to Lottie, the workload was equally surprising.

"I don't think I knew what I was getting into. In the middle of winter last year, I was often up till 3am working. Our living room used to be my office, with a desk in the middle, boxes piled high around me and the couches covered with rubbish."

The room was overtaken with ostrich feathers until Lottie's mother made it clear she wanted her living room back and moved the whole operation out to the back shed, an acknowledgment that her daughter's new business was not going to be fleeting.

It has been a steep learning curve. Like most things in life, much of the learning has been through making the odd mistake or two. A decision to offer bags as part of her product range turned out to be a costly one for Lottie.

Having sent her designs to the manufacturer, the first samples she got back were fine but the next were not and she was left with unwanted merchandise.

"I still feel furious when I see a bag sitting there among my stock," she says.

It hasn't put Lottie off from creating new products though. She will simply create something less tricky next time, in smaller quantities.

For now, finishing her university degree within the next four months is Lottie's top priority.

In September, she will attend her first trade fair in Hong Kong with her mother, where she will investigate new manufacturers and new products for her range.

Despite finding herself with an unexpected business, now she has it, Lottie's focus has changed forever. She is constantly on the lookout for new ideas and trends to adapt for Frio.

"I've always noticed what people are wearing but now I'm thinking 'can I sell that?'"



"Having sold all the jackets, she had to borrow them back from her friends for the day."

MATHEW D'ONOFRIO, 20

Nightlife First Aid

Three years ago, Mathew D'Onofrio was a student at Unley High School, and a longstanding volunteer with St John Ambulance Service.

He would often find himself treating his sick and injured peers at parties. It was after one such event that he saw a business opportunity for someone with his first aid skills to offer those services at his own Year 12 after-party. So, while his peers danced the night away, the then 17-year-old Mathew was tending to the sick and injured. So was born Nightlife First Aid, a business that Mathew, now 20, has been operating ever since.

There has been an increased focus on providing safe environments where alcohol is

served since new state laws regulating them were passed late last year and safety is what Mathew's business is all about. He has recently embarked on a campaign to market his first aid services to nightclubs and pubs around town, in addition to private functions.

"An ambulance can take up to 20 minutes to get there and when drugs and alcohol are involved, it is easy to see what can happen to a person in 20 minutes. Having that on-site immediate care is invaluable," says Mathew.

His desire to be involved in emergency medical care was formed when his grandmother told him how his uncle volunteered with St John before being killed in a car accident 29 years ago. In honour of his uncle, Mathew joined St John at the age of 12. After school, Mathew did a year of a nursing



Lottie Stanbury sells her ostrich feather fur jackets through stores in Australia and New Zealand, and online

degree before giving it up to focus on his new business. His long-term goal is to be a paramedic. For now though, the passion that Mathew has for emergency medical care is fulfilled by his work with Nightlife.

In the past three years, Nightlife has attended more than 50 events, watching over 10,000 people and individually treating more than 500, preventing the deaths of more than 25 young people.

The three main issues that Mathew deals with in his work with Nightlife are sickness and vomiting often associated with alcohol or drug consumption, physical injuries such as cuts from broken glass or falls and mental health issues such as aggression or emotional distress, again often the effect of drug or alcohol consumption.

Mathew holds a Certificate II in Emergency Medical Service First Response qualification, enabling him to provide first response care, which includes advanced first aid, basic emergency life support and administering CPR. He can monitor a person's vital signs and keep the patient stable. If the patient's vital signs are not good, or they are unconscious for any length of time or having a seizure, Mathew will call for an ambulance and is then able to fully brief the paramedics on arrival.

A paramedic may be required if there is a need for things like intravenous therapy, and to ensure efficient and safe transport to hospital. Mathew has plans to employ people who are trained to this level of care as the reach of Nightlife's service grows.

Although he has several projects on the

side, Nightlife is now Mathew's main source of income. "I remember half joking with my family, saying 'I'm going to run a business helping sick or injured people at parties' never really believing it would happen. I never expected the business to do as well as it has."

Having no previous business experience and with none of his family having a business background, Mathew has been self-taught. However, he has a supportive business network with some outstanding mentors, including entrepreneurial educator Sasha Dragovelic, whom Mathew met when he won a competition run by Brand SA to attend Entrepreneurship Week in 2015.

Gaining credibility isn't easy when you are young but being named recently as one of the 30 under 30 Forbes list of entrepreneurs for

the Asia-Pacific region hasn't hurt. This list celebrates those under the age of 30 who are judged by a panel of respected entrepreneurs (such as shoe designer Jimmy Choo and chef George Calombaris) as inspiring game changers in their fields, disrupting their sectors with their innovative ideas and big plans for the future. Mathew is due to be flown to Hong Kong this July to be inducted into the Forbes community and attend an entrepreneurial summit, which will open up his world even further.

Mathew hopes that once Nightlife starts working in nightclubs in Adelaide, it can then look to do the same in the entertainment districts of Sydney, Melbourne and the Gold Coast. Mathew's goal is international expansion, which means Nightlife attending >



parties and nightclubs around the world. He believes that in making these environments safer, attendances at these venues and parties will also increase. "I want to bring a safe and positive light to young people going out, having a good night and enjoying themselves," he says.

VIOLET COLEMAN, 15 **Founder of Georgie Paws**

Violet Coleman, of Medindie, was born into the entrepreneurial life. The daughter of a single mum (her father died from cancer when she was eight months old), Violet grew up watching her mother, Annette, juggle her busy life with her jewellery business, Silver Queen jewellery.

"I've been going to trade fairs and field days since I was five, so I grew up knowing all the hard work behind the scenes and not just the shiny, bright new object that you see."

Violet always knew that she wanted to have her own business but it seems unlikely that even she would have predicted it would happen at age 13.

Georgie Paws (named after her beloved border terrier) is Violet's brainchild and through it, she sells dog accessories including stylish collars and leads, matching belts for humans, dog chew toys, mugs, bag tags and notecards, all personalised with animal character designs. Violet is the sole designer and the manufacturing is outsourced.

The main accessories (belts, collars and leads) are manufactured in Pakistan and the dog toys in India. The rest come from China with the exception of the stationery, which is made in Australia.

Georgie Paws is barely a year old yet it can now boast being having stocked in 111 stores around Australia and New Zealand, including the prestigious Henry Bucks, a high-end luxury male clothing and gifts store with a taste for quirky but practical items like Violet's. Later this month, Violet and her mother will use the school holidays to head to the US to meet with an agent that has 300 stores in the US as well as UK, France, Germany and Dubai.

Things have progressed so quickly for Violet, she regularly faces the choice of putting through an urgent load of orders or doing a pressing maths assignment. To assist her, Annette Coleman recently sold her own business and since last month has been working full-time for Georgie Paws.

Violet and her mother already appreciate that in business, timing is everything.

"When Violet started, we didn't realise we

were at the beginning of a dog trend. People own more dogs and, in Australia alone, they are spending \$12 billion a year on pet products and services," Annette says.

Georgie Paws has come a long way from Violet setting up her first stand at a local fair in pouring rain, with not a customer in sight.

These days, she and her mother attend two major interstate trade fairs a year, and each time, they pick up more stores willing to stock their product.

Trade fairs can be daunting for anyone but for Violet, at 14, it was especially so when surrounded by adults asking questions about her product. "It was scary but I coped," she says. "I was happy to talk about the creative side, as long as I could handball the financial stuff to Mum."

Although Violet takes guidance from her mother, her mother has had to sit up and take notice of some insightful pieces of advice from her daughter. Generation Z is politically and ethically savvy and Violet is no exception. Environmental sustainability is a priority; she ensures that all the packaging, if not recyclable, should be able to be repurposed.

Violet is in Year 10 at Wilderness School and with her schoolwork and sporting commitments, often has to juggle to manage her business and fit the rest of her life in. But she says: "School is really supportive, I get a bit of leeway with projects and things."

There are times when Violet would like to go skateboarding with her friends but when she has pressing things to do, sometimes that's just not possible. Luckily, her friends understand.

Does she get to bed late to fit everything in? Violet laughs, "No, actually mum and I go to bed really early. I've learnt to value my sleep!"

Where does she see Georgie Paws headed in the future? "Upwards, hopefully!" Violet says, with a giggle.

Behind the laugh though is an unmistakeable look of steely determination, a look that says "there is only one place it's headed and that's upwards..." •

Violet Coleman with some of the doggie products she designed, with her inspirations George and Flora. Below, Mathew D'Onofrio, 20, founded Nightlife to provide first response first aid at parties and nightclubs



Michael McGuire

Russia trains commuters to get World Cup kicks



The old man wearing a red Egyptian top gently taps me on the back of my leg. I look around and he gently motions that I should take a step to the side. It turns out I am blocking his view of the Russia v Uruguay game.

This, however, is on a packed train, somewhere deep below the streets of Moscow.

But football is football and the aged chap wants to keep an eye on the action.

You have to give the Russians a bit of credit for this one. In a bid to expose the World Cup to as many people as possible, the tournament is being shown live on the Moscow Metro, a system that carries anything up to nine million passengers a day.

Perhaps there's a lesson there for all those state transport ministers who want to increase numbers on public transport, get the footy on. It would certainly be a win for all those Adelaide Crows supporters who like to leave at three quarter time. They could watch the rest of the game on the bus back home.

It's an unusual experience watching a game on the train. I was at a bit of an advantage, I guess. I didn't really have to be anywhere so I could just ride the rails in the manner of a journalistic Johnny Cash until the game was done. "I hear the train a-coming, it's rollin' round the bend, and I ain't see the Socceroos win, since I don't know when".

But I could see the pain on the face of some folk who had to jump off just when there was a bit of action on screen. Slow steps off the train, looks back over shoulders. You could sense the internal monologue. "I could give it one more stop, then jump back on the other train coming back." But in Russian, obviously.

Every new face who came on the train was immediately drawn to the action on the screen. This was another benefit. The modern mode on public transport is that everyone is glued to their phones. No one was doing that on this train. Even though the home team was being smashed by the South Americans.

There are other benefits as well. Noisy things, trains. The Metro screeches and groans. It howls and it shrieks. You can't hear the commentary. And you can't hear the idiot in the row behind you pontificate about why the coach is a fool and the referee is a cheat.

And, unlike at a normal game, if you do end up next to the world's worst fan, there is every chance they will get off at the next stop.

It's cheap as well. No food, no drink to buy. With the added bonus that walking along a moving train is exactly like trying to negotiate a normal pavement after six pints at the footy.

This World Cup has restored a bit of faith in international football. In recent years, it has felt like it was losing relevance. Swamped by the enormous money in the game at club level and by the amounts teams such as Real Madrid, Barcelona, the two Manchester outfits, PSG can spend bringing the best players together.

In that atmosphere, there is a new purity about international football. In some ways, it's a more level playing field. A player like Portugal's Cristiano Ronaldo now has to play with 10 blokes who wouldn't get near a place in his Real Madrid team. He is making a better fist of it though than Lionel Messi, who has collapsed under the strain of carrying his Argentina team.

You can even see it in a complete clown like Brazil's Neymar, who was reduced to tears after a last-gasp win against Costa Rica. You can see it in the passion of the smaller nations, the way national anthems are belted out, the noise and the commitment of the Peruvian fans, the Colombians, the Australians, the Japanese.

Or even, hundreds of feet below the streets of Moscow, with a bunch of Russians huddled around a TV screen on a rattling train. •