



# The Seedlab Sisters Cradle Coast Program

SUMMARY REPORT, DECEMBER 2022

# Summary



The Seedlab Sisters Cradle Coast Program sought to inspire entrepreneurial women interested in agri-food industries in North-West Tasmania, and equip them with confidence, skills and networks to develop their ventures.

Seedlab Sisters has enabled women who are curious about what their business dreams could become, to feel more confident and empowered within themselves.

They were supported to make their own business dreams real, and to tell their own stories with impact and conviction.

“

*I was genuinely touched by the generosity of the women we worked with. They shared and celebrated with each other. They propped each other up and questioned choices made. They had each other's backs. This is unique.”*

**Amanda Hinds, Seedlab Tasmania.**



“

*What sets the Seedlab Sisters program from other incubators is the psychological safety and strength of community. It has been incredible watching aspiring business owners grow closer, support each other in setbacks and celebrate each other's wins.”*

**Sally Fairless, Seedlab Tasmania.**



“

*Women are problem solvers. They are time jugglers. They are extremely agile, resilient and imaginative. These are all the aspects that can contribute to people becoming successful in business. We were thrilled to deliver a program to support Tasmanian women to be more than they ever thought they could.”*

**Dr Hazel MacTavish-West, Seedlab Tasmania.**



“

*The program supported women attracted to agri-food venture creation, equipped them with the skills, support and networks to overcome barriers to success, and enabled them to lead in the agri-food industry as business founders. Seedlab Sisters occupies a niche and vital space in enterprise support and regional development.”*

**Deanna Hutchinson, Cradle Coast Authority.**



# Seedlab Sisters are strong, curious women.

# 150+

women were supported by the Seedlab Sisters Cradle Coast Program throughout 2022.



## Celebrating Seedlab Sisters

**60+** people celebrated our Seedlab Sisters at Shelduck Farm, Montana on the 30th November. Prof Kate Warner, AC, gave a thought provoking speech about her career. Twenty women shared their stories and their learnings and outcomes from the program. We networked and thought about what's needed next. Here's what one participant said:

“SO much goodness!!! The transformation of lives, livelihoods, families, businesses, and communities was really rich. Today made a big difference to me - a real demonstration of the value of partnerships, communication, and community in fulfilling our dreams. Thank you, I'm honoured to have been at your celebration today.”

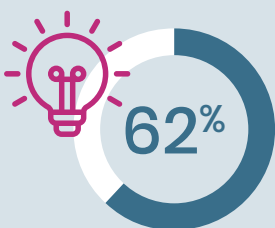


### The Program provided:

**9** Workshops (both face-to-face and online), to over 145 participants, half of whom were from North-West Tasmania

**3** Seedlab Tasmania Bootcamp Incubator Programs for 45 participants, over 70% of whom were from North-West Tasmania

**62%** of participants simply came with an idea (although some participants had active businesses already)





# Outcomes

## Workshop Participants:

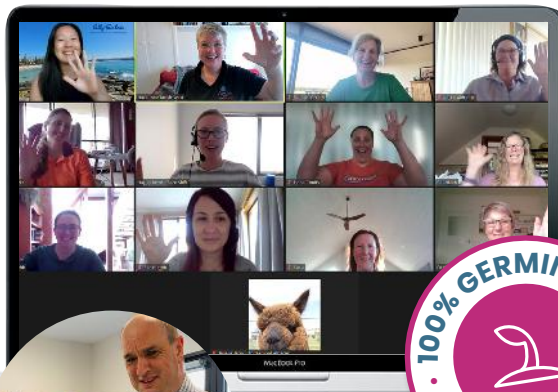
- Identified key knowledge gaps in running a sustainable business
- Created a “safe place to share”; most women registered for at least 2 Workshops
- 16% of workshop participants went onto undertake Bootcamp.



“

*Congratulations - I think you have hit the nail on the head with what we (women) are looking for to get into business and feel it's our place to be there.*

**Seedlab Sister, after the first Workshop.**



Bootcamp was valued by participants at

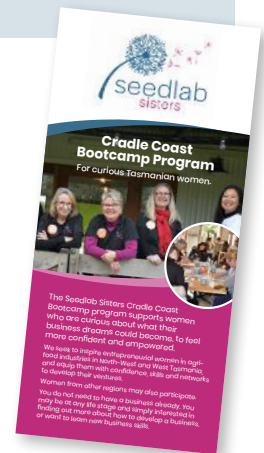
# \$12,200

in terms of value for their business over the subsequent 12 months.

## Bootcamp Participants are now:

Feeling inspired.  
Feeling more confident.  
Managing the ‘overwhelm’.  
Feeling encouraged

- ✓ Investing more time in their businesses
- ✓ Developing new brand names, taglines, logos, websites, Facebook and Instagram pages, business cards, and packaging
- ✓ Calculating their costs and using time management tools
- ✓ Obtaining Council and other administrative approvals
- ✓ Accessing Digital Ready, Brand Tasmania Workshops, Grant Writing, digital marketing and other support services, and contacting lawyers, and intellectual property advisors



## Reflections on Bootcamp:

“

*It's made me actually start thinking like a business!!”*

“

*Bootcamp has injected an enthusiasm and optimism into us to keep moving forward and plan more strategically.”*



“

*It's given me the start of a plan going forward. I really had been lost with what to do next and being brave enough to take the next step.”*



“

*I have already recommended to other women in my community to reach out to Seedlab. It's great to be with women that want to build you up.”*



“

*I have more confidence to go out there and sell my product. I guess I also have more faith in myself.”*



“

*It has fanned my dreams and passions and help me believe they can become reality.”*

“

*Before Bootcamp, I assumed it would all be about scaling up to be big, but it was so reassuring that small is also ok.”*



# Key findings



Many women starting businesses feel isolated and lonely and were attracted to Seedlab Sisters by the **promise of connection**



Mentoring and support for both personal and business growth is critical for early stage venture development. Seedlab Sisters provided a safe space for learning, **delivered on women's expressed need to build confidence**



Many women undervalue themselves. **Targeted entrepreneurial support reframes their perception of value**, leading to profitable pursuits and a positive change in self perception



**Women were motivated to test ideas, discard and pivot**, and this motivation requires safe spaces to develop, as women shift from proving self to constructive self-critique



**Lifestyle ventures may be a launch point for higher growth ventures over time.** Targeted support for combined training, support and network development for women at various stages of enterprise development is needed

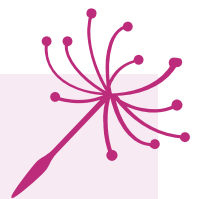
Participant self-selection and cultural fit rather than specific business metrics were critical for nurturing early-stage women entrepreneurs



Seedlab Sisters has enabled the development of substantial entrepreneurship and social capital in the Cradle Coast region, and Tasmania.



## Recommendations:



Consider expanding Seedlab Sisters statewide, with the inclusion of local hubs.



Ensure a pathway to continued enterprise support is available, that includes mentoring and peer support.



Ensure successful entrepreneurial women are amplified alongside traditionally acknowledged exemplars, especially regionally.





The Seedlab Sisters Cradle Coast program was supported by the Tasmanian Government Department of Communities 'Supporting Women to Succeed' Grant Program and the Cradle Coast Authority. The project partners were Seedlab Tasmania, the Cradle Coast Authority, and the Centre for Social Impact at Swinburne University.



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