



### **Local business woman named as a finalist for National Awards**

Lou Mathieson of The Administration Agency has been named as a finalist for the AusMumpreneur Awards in the Regional Business Excellence category.

The AusMumpreneur Awards presented by The Women's Business School celebrate and recognize Australian Mums in business achieving outstanding success in areas such as business excellence, product development, customer service and digital innovation. The awards are designed to recognize the growing number of women who successfully balance motherhood and business in a way that suits their life and family.

Founding Director, Louise Mathieson, started her Virtual Assistance business in April 2019 as Performance PA. Within the first 6 months, she found herself in receipt of exceptional growth and needing to register for GST! In order to continue to grow her business, she embraced the opportunity to support other Australian VAs. In October 2020, Performance PA was rebirthed to The Administration Agency as Louise redefined and repositioned herself in the marketplace as an agency with the dream and vision to become a virtual hub for small businesses. Today The Administration Agency is a name synonymous with a one-stop shop for small business administration in regional and rural New South Wales and across Australia. Louise was introduced to the Virtual Assistant/Online Business Manager concept by a previous work colleague in the NSW Government, who went on to become her first client. By strategically utilising her existing networks within the community she was able to secure 3 clients prior to finishing her government job of 5 years. This growth continued and by 18 months a rebrand was implemented to acknowledge her business as a virtual hub for small businesses. This rebrand enabled Louise to assist more small business owners as she was now managing a team of [xx] VAs from around Australia. In this way, The Administration Agency could provide support, cohesive working relationships and opportunities to those starting out in their Virtual Assistant journey.



Lou is delighted to be named as a finalist and is proud of her achievements, particularly to have won “Outstanding start up of the year” in our local chamber of commerce awards, the Rhino Awards, in Dubbo, NSW.

As The Administration Agency continued to grow we recognised the future market need to train and develop the next generation of Virtual Administrators. To achieve this goal, we hired 2 trainees. Both these trainees attend vocational schools alongside learning their craft by being utilised in the business. They each have their own obligations and areas of responsibility. Seeing them gain confidence in their newly acquired skills has been a pleasure.

We have continued to grow through the pandemic. We feel incredibly fortunate that we are positioned to respond to the pandemic with a service that is in demand. COVID gave the business world the opportunity to see the advantages of remote working and this has made businesses more willing to hire a Virtual Assistant. It has been a privilege to support small businesses during this economically difficult time.

There are many benefits to balancing business and motherhood as [insert your name here] explains, “[insert a one or two sentence quote about why you love being a mumpreneur from your submission here]”.

It can be challenging to be a successful business woman whilst raising a family and [insert your name here] gives this advice for others thinking about starting their own enterprise.”[insert a one or two sentence quote of your advice for others here]”.

Read more at [www.ausmumpreneur.com](http://www.ausmumpreneur.com). The winners of the AusMumpreneur Awards will be announced at the AusMumpreneur Awards Gala Dinner in September.

For more information on the AusMumpreneur Awards visit: [www.ausmumpreneur.com](http://www.ausmumpreneur.com) or contact [awards@ausmumpreneur.com](mailto:awards@ausmumpreneur.com)  
For an interview with Lou contact 0437 050 803, [lou@administrationagency.com.au](mailto:lou@administrationagency.com.au).

