

## Goulburn Business Excellence Awards: Revealing formula for success

By Neha Attre

**Updated** May 14 2019 - 3:54pm, first published May 10 2019 - 5:30pm



Tennille Skelly. Photo: Neha Attre

While the nominations for 2019 Goulburn Business Excellence Awards are now open, we caught up with last year's winner of 'Start up Superstar', director Tennille Skelly from Dream Admin Services.

This year, her nominations are in the categories of 'Start up Superstar' and 'Business Leader'.

### **Q) A brief introduction about when and how you decided to venture into the business**

A) In February, 2018, I realised there was a lack of external support and outsourcing services available to business owners within our region. With a gap in the market, a calculated risk and a leap of faith - Dream Admin Services was born. My focus was to hone in on my genuine passion for people whilst utilising my expertise in finance and administration. We are a point of difference to other businesses by offering a suite of solutions to support a business in its entirety such as administration support, book keeping services, social media and digital marketing. We are also a fully virtual and paperless office, supporting clients both domestically and internationally.

**Q) What is your approach towards your business that sets you apart from others and helped you win the award of 'Start up Superstar' last year?**

A) Dream Admin Services takes great pride in our commitment to providing high quality business solutions, that are delivered with a sense of warmth, personalisation and complete transparency. We regularly engage with external accountants and other professional organisations who are now referring our services to their business clients. In doing this, we are breaking the stigma around the "bookkeeper vs accountant" mentality, by showing our clients that each provider can work hand in hand to achieve the best outcome for the client. This has allowed us to collaborate and learn from other amazing professionals at the same time growing both our knowledge and client base. A win-win situation for everyone involved.

**Q) What is your formula for success?**

A) The formula for success of Dream Admin Services stems from hard work. We all work hard and go the extra mile for our clients every single day. I have a relentless personality and I am not scared of putting in the long hours and hard work to reach my goals. I have recruited really well and have found the perfect team. I am surrounded and supported by an incredible group of women who embrace my vision for Dream Admin Services.

**Q) Has winning the award last year helped you grow as a professional?**

Absolutely. Winning 'The Start Up Superstar Award' in 2018 has opened a number of professional doors for me, including being invited to take part in the 2019 NSW Government Inspirational Women Showcase, being approached (and happily accepting) to be the new MC of Goulburn Connect and being highlighted by the Canberra Innovation Network's "Women In Innovation" spotlight. Winning the award has been an amazing part of my professional journey. I am incredibly honoured and proud for the foundation that it has provided me.

**Q) Has anything changed for you professionally after winning the award?**

A) Winning the 'Start Up Superstar' award in 2018 has provided Dream Admin Services with more brand recognition and market exposure. We have experienced incredible growth in a short period of time and winning the award has played a pivotal part in that growth.

**Q) The nominations are in the categories of 'Start up Superstar' and 'Business Leader' this year. Are you hoping to win the awards this year?**

A) I would be nothing short of thrilled if we took home any of the awards we are nominated for. Goulburn has such a strong business community, so I am sure we will be up against stiff competition.

**Did you know the Goulburn Post is now offering breaking news alerts and a weekly email newsletter? Keep up-to-date with all the local news: sign up below.**