



FELICITY LITTLE

LMM DESIGNS | BUSINESS FOLK | PORT FAIRY BNB



BIOGRAPHY

Established multi-business owner Felicity Little runs local graphic design business **LMM designs**. The initial creative brand **Little Me & My** was launched in November 2013, primarily selling personalised children's art and products. Recognising the growing demand for graphic design and business support services regionally, Felicity rebranded and relaunched as LMM Designs in January 2015. She has supported a huge number of local businesses develop a professional business presence and aided them through the business startup phase.

Felicity identifies herself as a professional creative with strong entrepreneurial interests, who is dedicated to the development of strong and sustainable business communities, particular in and around Port Fairy.

'I am passionate about supporting business development and regional growth opportunities to compliment the technological shift and modern business ethos. I aim to inspire local businesses to work collaboratively and discover the benefits of business synergy.'

LMM designs has supported the following businesses in the Barwon South West region with websites, logos, business branding, marketing, professional social media profiles and general business setup tasks, including:

RETAIL	b.e.a.c.h.e.s Port Fairy (<i>since closed</i>); Mason & Francis; The Passage Port Fairy
ACCOMMODATION	54 on Bank; Dunmore House; Edge17; Killarney BNB; Laneway Apartments Port Fairy; Port Fairy BNB; Tarrington Cottage;
AGRICULTURE	Aringa North
BEAUTY	Salt Hair Port Fairy
CHARITY	The Bandari Project
CREATIVES	Bay of Whales Gallery; Brett Jarrett Wildlife Artist; Cocoon Window Furnishings; Gen Baulch Flowers; Style Me @missfarmerjojo; Little Me & My; LMM designs
MUSICIANS	School of Jammin'
SERVICE PROVIDERS	Port Fairy Physiotherapy
TOURISM	Eco Tuk PF; Port Fairy Taxis & Tours
TRADE	Bright Buildings; Lenehan Plumbing & Gas;

Business Folk has been built on the back of Felicity's experience as a self-employed business person, the needs of clients and friends based in regional communities suffering from isolation and lacking motivation and professional business support. The idea has been formulating over the past couple of years, and is now ready to take flight with the strong support of the Port Fairy community and business owners in the region. Felicity's skills and experience as a graphic designer and business support person will compliment the initiative, providing visitors and Business Folk members hands-on startup business support and design services.

Felicity also runs a successful bed and breakfast and holiday house rental from home at **Port Fairy BNB (BelleVue)**.

Felicity has been recognised as a local leader of business in the area, with two interviews/articles publicly released in 2019:

SMALL BUSINESS VICTORIA	faces.business.vic.gov.au/faces/lmm-designs
LIVE COUNTRY	livecountry.com.au/2019/02/25/felicity-little