

## ELLERSLIE LANE Q&A

As part of our Go Beyond campaign, we recently caught up with Bonnie Storer from Ellerslie Lane to discuss the changing consumer landscape in Warren and its role in supporting women in the bush.

### Q. WHERE DID THE IDEA COME ABOUT?

A. Opening a shop is something that both Mum and I have always wanted to do. When The Beauty Room in Warren closed there was a massive gap in the market. People were calling out for a place to go, so we thought we'd grab the bull by the horns and have a crack.

I have a real passion for women in the bush. Some days living out here is really tough. We fight the good fight, battling fires, drought, floods, dust storms, and mice plagues. Typically in the bush, there are plenty of places for men to enjoy, blow off some steam and catch up with mates. There isn't a lot for women though, and we are strong believers that to keep a community going, there needs to be reasons for people to stay.

Our small country towns aren't what they used to be, but thanks to Grace Brennan and the Buy From the Bush campaign, new life has been injected into our local communities. We really want to contribute to this idea and help to showcase the amazing talent in our country.

We named the shop "Ellerslie Lane" because that's the lane where our farm is situated (60km northwest from Warren). It is where I grew up and Mum raised her four children. We absolutely love where we live and the community that surrounds us. We really want everyone living in our town to love living here, especially women.

### Q. CAN YOU SHARE THE JOURNEY SO FAR?

A. It has been an absolute wild ride since opening in November. Everyone has just been so supportive and we were totally overwhelmed on the weekend of our grand opening. Our community has been our biggest fans and we are so grateful.



*The faces behind Ellerslie Lane*



*Stunning homewares*

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### Q. WHAT EXCITES YOU ABOUT BRINGING THIS STORE TO THE WARREN COMMUNITY AND ITS VISITORS?

A. The thing that excites me the most about having the shop is the idea of creating a space for people to enjoy in town. Living out here can often feel quite isolating. I know as a young person living in the bush, I can feel a little cut-off from the world.

We wanted to create a space where people can walk in and feel like they're shopping in Bourke Street in Melbourne, when really they're in Dubbo Street in Warren!

We have created Ellerslie Lane for people to shop, catch up, try on a new outfit, maybe buy a new candle or purse and generally just really enjoy themselves.

### Q. WHAT MAKES THIS SHOP UNIQUE?

A. Ellerslie Lane is run by my Mother and I. We love fashion and shopping, and so we want to create a shop that our town can be proud of. We want to promote tourism in the town and encourage people to visit Warren. We are making a conscious effort to stock Australian brands and businesses, in particular those who are local to our area.

Our shop is a place that people can come to relax, unwind and enjoy. There are big things coming for Ellerslie Lane, so watch this space!

### A. HOW CAN PEOPLE FIND YOU / FOLLOW YOU?

A. The shop is located at 109 Dubbo Street, Warren.



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*Both the beautiful...*



*...and the practical!*