



LATERAL THINKER: Abbie Martin, whose business idea developed from working as a nanny.

Nanny who wanted more to do

ADELAIDE'S Abbie Martin has added an international link to her personal concierge business by becoming the first business in Australia to join the XPACS International Concierge Network.

Xtreme Professional Athletic Concierge Services (XPACS) is based in the U.S. and helps athletes manage and simplify their lives.

Ms Martin owns Lifestyle Elements, is also vice-president of the International Concierge and Errand Association for Australia and New Zealand, and will now offer her business services to visiting U.S. and other overseas athletes.

"What it means for me is having a connection with an international company," she said. "XPACS is specifically aligned with athletes, but they are looking to expand that service into personal areas as well.

"It is giving me international



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exposure but also offering my clients and their clients international contacts."

Ms Martin started her business two years ago, coming up with the idea while working as a nanny. She was helping her busy employer in various ways as well as nannying.

Lifestyle Elements often helped clients when they were moving house to pack, unpack and organise cleaners and other help. Obtaining quotes from tradespeople, grocery shopping and errand running were also popular requests.

"Another area that is becoming popular is as a personal assistant to small and medium businesses," she said. "If they

can't afford to have a full-time person on board, it is being that help to make phone calls and things like that when they get busy or need a hand."

Ms Martin is also working with another business, Integrated Learning and Development, to establish work/life balance packages for companies and their staff.

They will offer courses on achieving work/life balance, as well as practical services to free-up time for employees.

"I see my business as being a practical side to work/life balance," Ms Martin said.

"Employers can offer staff a few hours each week if they choose to use my services to do grocery shopping or drop off dry cleaning—all those bits and pieces that might be taking up that time outside of work.

"It's having another option for people so they can save time in other ways."