



Success stories – Strengthening Business

Little Bobbin

From Little Things, Big Things
Grow



Where it all began

With her first child on the way, in 2014 Emma Paton established Little Bobbin with the simple mission to create unique, well made and comfortable clothing for children. Six years on, Little Bobbin has a significant on-line presence, ever increasing sales and has distributed her creations across Australia.

Turning an idea into reality

As long as Emma could remember she has sewn for fun and relaxation. Excelling in Art and Textiles at school, she found turning this passion into a creative business pursuit an easy process.

Before COVID, Emma was a regular at markets selling her extensive range, specifically her three signature pieces.

The closure of these forced Emma to build her on-line presence and even pivot into mask production, which was a master stroke, selling almost 900 masks to her growing customer base across Australia.

Moving through a challenging time

Little Bobbin is run from the family dairy farm / home in Victoria's Upper Murray region.

The 2020 summer bushfires had a devastating impact on their property with loss of livestock and land. Emma and her family had to evacuate. Whilst they were fortunate enough not to lose their home, she did lose most of her materials to smoke taint, enough to produce around 6 months of product.

Seizing future opportunities

As Little Bobbin's market reach continues to grow, so does Emma's need to establish the business in a commercial space.

With the support of Facilitator, Chris Westwood the relocation from home business to stand-alone production and retail hub continues.

Little Bobbin has the potential to be a 'drawcard business' for the region which could have great flow on benefits to other small businesses in Corryong.

"The program came along at the right time, particularly with grant writing support. Chris has been a great point to bounce ideas off." Emma Paton