

Twenty-five-year-old Taya, a self-described creative, has already accomplished so much. Taya began a career in singing and acting while still in her teens. She released an EP at sixteen with one of the tracks being featured in a *Universal Studios* film. Taya then spent the next few years travelling between Newcastle and Los Angeles for work.

As it turned out, L.A. wasn't for her. She explains, "One thing that is fundamentally important to me is connection and community. The music industry in L.A. was horribly toxic... people only wanted to know you if you could help them." So, when she returned to Australia, Taya decided to take matters into her own hands and began writing, directing, and starring in her own short films. "I didn't want to wait for an agent to call me...so, I thought that I'd start writing and filming my own stuff," says Taya.

Creativity comes naturally to Taya however business has always been at the forefront of her thinking. Like her passion for performing, Taya's business endeavours also began at an early age. At fourteen, Taya set up her first business selling chocolate scented body scrubs as an alternative to the coffee scented kinds saturating the market at the time. She sold these locally at *The Olive Tree Market* and as far afield as New Zealand.



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Taya's latest and greatest business venture (to date) is designer dress hire store *Goldie's*. Now in its third year of operation, Taya has successfully combined her creativity and business skills. "*Goldie's* came about after I saw a gap in the market. I'd been hiring dresses online for a while. Outfits get posted to you, you try them on and half the time they look terrible, or they don't fit properly. I thought ...'Surely there must be a better way'."

Taya spent three months developing a website and sourcing a collection of around a hundred dresses. While *Goldie's* technically started in March 2020, the pandemic derailed some of Taya's original launch plans. Not being one to sit around and do nothing, Taya used the time to strengthen her offering and improve the user experience. After reopening in September 2020, *Goldie's* has gone from strength to strength.