



THE BENEFITS OF CO-WORKING IN REGIONAL AREAS

KATE DEZARNAULDS
FOUNDER WORKLIFE BERRY

WorkLife

'Sustainability, and sharing resources and knowledge are key factors driving this new way of doing business'

01

WHAT IS CO-WORKING?

- GLOBAL TREND IN COMMUNAL WORK SPACES
- MEMBERSHIP BASED, DIVERSE COMMUNITIES
- USUALLY SOLO, REMOTE WORKERS OR PARTNERSHIPS
- ENABLED BY CLOUD COMPUTING & SHIFTS TO PAPERLESS WORK HABITS
- SHARED SPACE- INTERNET CONNECTION, KITCHEN & BATHROOM FACILITIES, MEETING ROOMS, VIDEO CONFERENCING, FAST RELIABLE INTERNET CONNECTIONS
- ACTIVITY BASED WORKING

02

BENEFITS OF CO-WORKING?

- REDUCED COSTS OF OPERATING AN OFFICE
- EFFICIENCIES IN NOT HAVING TO MANAGE A SPACE
- FLEXIBILITY OF WORK ARRANGEMENTS- DAYS/LOCATIONS
- PROFESSIONAL PRESENTATION TO CLIENTS
- NETWORKING BENEFITS WITH OTHER BUSINESSES
- INSPIRATION & MOTIVATION OF WORKING WITH OTHERS
- SEPARATION OF WORK & HOME LIFE
- INCREASED PRODUCTIVITY

03

HOW DOES WORKLIFE WORK- OUR OPERATING MODEL

- 30 CURRENT MEMBERS- ROOM FOR 40
- \$50-\$140 PER WEEK
- 3 MONTH CONTRACT PERIODS
- 24HR ACCESS
- RECIPROCAL RIGHTS TO WORKCLUB SYD & MELB
- UNLIMITED PRINTING, INTERNET, TEA/COFFEE & FOOD
- MEMBERS SELECTED FOR DIVERSITY
- MIX OF PROFESSIONALS, CONSULTANTS, CREATIVES, ENTREPRENEURS AND NFP WORKERS
- REGULAR EXHIBITIONS
- VISITING SPEAKERS, SOCIAL & NETWORKING EVENTS
- PLAN TO OPEN FURTHER SPACES IN THE REGION

04

THE BENEFITS TO REGIONAL ECONOMIES OF CO-LOCATION OF SELF EMPLOYED PEOPLE

- REDUCED COMMUTING TIME FOR WORKERS
- INCREASED INCIDENTAL BUSINESS IN LOCAL TOWN
- SHARED LEARNINGS- FROM THE BEST APPS TO BITCOIN
- CONCENTRATION OF ENTREPRENEURIAL TYPES INSPIRES OTHERS TO START SMALL BUSINESSES
- BUSINESSES BASED LOCAL, MORE LIKELY TO HIRE LOCAL
- DIVERSITY OF INDUSTRIES BEYOND TOURISM & AGRICULTURE
- ENTICE SIMILAR DEMOGRAPHICS TO MOVE TO THE AREA
- FEELING HAPPIER AND LESS LONELY IN THEIR WORK
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THANKYOU!

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