



MEDIA RELEASE

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Aussie families turning to the 'side-hustle' amid mortgage stress: How laundry business is proving an award-winning idea

Those living in Sydney, Melbourne and Brisbane may be at the top of list when it comes to mortgage stress, but flexible work from home opportunities are proving a popular - and viable - solution.

Let's face it; we're all feeling the pinch as the cost of living and interest rates continue to rise, not to mention grocery prices and weekly fuel costs.

A new article from financial website Mozo says everyday Aussies are finding it harder than ever to deal with tightening economic conditions.

Mozo says pressure is building on more Australians after yet another hike in the cash rate was announced by the RBA.

As a result, more Australians are turning to second jobs or part-time work from home ideas.

From rideshare gigs like Uber to food delivery services like DoorDash, people are able to boost their bank accounts, without compromising their work-life balance.

Leading mobile laundry service The Laundry Lady, which offers a work from home business model, says it has seen a marked increase in enquiries to join the team since the beginning of the year.

"This has largely been based on the rising cost of living, mostly due to mortgages," says Laundry Lady CEO Susan Toft.

"For many households their mortgage has gone up \$200-300 per week. We have Laundry Ladies and Lads earning that with just 3 or 4 pickups per week that they can do all on one day or spread across the week, so it's a great way to replace that lost income and fit it in around your other work or family life," Susan says.

"Our contractors earn anywhere between \$300 and \$3,000 per week, depending on how many days/hours they work."

Laundry Lady, which assists residential and commercial customers with its door-to-door wash, fold and ironing services, has seen its join the team enquiry almost double since the start of January.

“We are expanding our team in lots of areas right now, including high-demand metro areas like Brisbane, Melbourne, Sydney, Canberra, Perth, and Adelaide, plus the Gold and Sunshine coasts.”

Having doubled its revenue in the last financial year to more than \$2 million, Laundry Lady is now recognised as a real rising star on the business awards scene.

In 2022, Laundry Lady took out top title in the Sunshine Coast Business Awards for Trades and Services (large business) and was a Queensland finalist in Telstra’s Best of Business Awards 2023 for Outstanding Growth.

If you’re looking to bump up your savings and help combat cost of living stresses, why not look into a work from home side hustle like The Laundry Lady.

To learn more about discovering your work-life balance, or to book a home or business laundry service, head to www.laundrylady.com.au.

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ABOUT LAUNDRY LADY:

Laundry Lady was established on the Gold Coast in 2012 and has since grown to be the trusted name in Australian mobile laundry services.

Providing flexible work opportunities from home, it offers a variety of pick-up and drop-off services for residential clients, NDIS participants and business customers, such as: hotels, Airbnb, kitchens, medical clinics and more. It includes the washing, drying, ironing and folding of sheets, towels, linen, clothes, and other fabrics.

Laundry Lady is a Queensland finalist in Telstra’s Best of Business Awards (Outstanding Growth) for 2023, and took out the Trades and Services (large business) title at the 2022 Sunshine Coast Business Awards. It now has a team of 120+ contractors nationally, and is this year launching into the New Zealand market.

www.laundrylady.com.au

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