



MEDIA RELEASE

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Laundry-busting business recognised for outstanding growth at Telstra Awards

Market-leading mobile laundry service, The Laundry Lady, has been recognised for its outstanding growth as a state finalist at the Telstra Best of Business Awards - QLD.

From a solo operation on the Gold Coast in 2012, Laundry Lady now boasts a team of more than 120 contractors (Laundry Ladies and Lads) Australia-wide.

Fellow category finalist, mining consultancy firm Valenhold took out top honours on the night, showing the calibre of businesses that were chosen from a total 20,000 nominations.

Laundry Lady CEO, Susan Toft, who was presented with her finalist certificate at the glittering awards gala in Brisbane on Tuesday night (February 28) says making it to the Queensland finals marks a huge milestone for the business.

“The idea for The Laundry Lady was born from the need for more time - more time for busy parents, businesses and workers who needed their laundry pile sorted, as well as flexible work opportunities for busy families,” Susan says of the unique business model.

“We have delivered on both these things by offering an easy, click-and-book laundry service with pickup and delivery, plus an affordable startup for those wanting to work from home.”

Laundry Lady’s revenue hit \$2m last financial year and is on track to double again this year.

“With a brand new warehouse and head office in Baringa on the Sunshine Coast, we’ve been able to replicate our successful work-from-home model across the country,” Susan says.

Next up for The Laundry Lady? International expansion.

“We are currently taking expressions of interest for contractors in New Zealand, and expect to be established over there very soon.”

The Laundry Lady was named in the top 33 finalists for Queensland as part of Telstra's highly-competitive Best of Business Awards, including six in the Outstanding Growth category.

“Congratulations to Valenhold on their impressive win for Outstanding Growth, and a shoutout to fellow Sunshine Coast business, Pleasant State, for winning the Promoting Sustainability category.”

In 2022, Laundry Lady won the Trades & Services (large business) title at the Sunshine Coast Business Awards and CEO Susan Toft was named Corporate Business Woman of the Year as part of the Sunshine Coast Business Women's Network Awards.

To learn more about The Laundry Lady, 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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