



A SMALL BUSINESS STORY

Kennedy The Label

Nyngan, New South Wales

BUILDING RESILIENCE AND LOCAL ECONOMIES

After three years of low rainfall, many Australian farming families were doing it tough. For lifestyle brand Kennedy The Label, the #buyfromthebush campaign on Facebook and Instagram changed everything, taking them from a family side-project, to a fledgling business with global reach.


A sheep and cattle station isn't where you'd imagine finding the home of fashion, but a 40,000-acre farm in Nyngan, Central New South Wales is headquarters for Kennedy The Label, a burgeoning fashion and lifestyle brand.

Founder Annabelle Kennedy started the brand as a side-hustle, creating classic, durable clothing for kids. But as the lack of rain impacted the farm, it quickly became the family's primary source of income. When the brand was showcased as part of #buyfromthebush, a social media campaign started to help rural businesses; year-on-year sales saw a fourfold increase.

Today, Kennedy The Label has over 12,500 followers on Instagram, where Annabelle showcases the best of the range, and country living with a little help from her kids.

Learn more at australia.fb.com

 @kennedythelabel

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\$5m

in revenue for businesses featured on Buy From The Bush between Oct 2019 and Feb 2020

4x

increase in sales during 2019