

interview

go-to gal

**BLAIR LIFESTYLE MANAGEMENT FOUNDER
ADELE BLAIR REFLECTS ON FIVE YEARS OF
CREATING SPACE AND TIME FOR CLIENTS.**

BEING NAMED AS a finalist in the 2011 Telstra Business Women's Awards in the Commonwealth Bank Business Owner category is just one of Adele Blair's professional achievements since establishing Blair Lifestyle Management in 2006.

"It is the most prestigious award for women in business in Australia and I knew the selection criteria was very difficult," Adele explains. "The process of going through the application helped me crystallise what I had achieved so far and think about the way forward and the direction of the business."

Blair Lifestyle Management is a personal concierge service offering lifestyle management and professional organising for time-poor people. Adele says their typical client is predominantly female aged between 35 and 65, and juggling a professional career with domestic administration.



"It could be anything from changing a light bulb to organising a party on a private island and anything in between," says Adele of the varied services her company provides.

Adele says Blair Lifestyle Management was the first personal concierge service in Brisbane, begun when such services were a fledgling

concept in Australia but already established in the UK and US. Another facet of the business is Green Apple Organising, an online boutique offering fact sheets and products for DIY organisational solutions. Adele is also a co-founding partner of the Institute of Concierge and Lifestyle Managers (ICALM), an education, information and networking platform for the concierge and lifestyle management industry in Australia and New Zealand.

Alongside achieving recognition and success in her industry, Adele counts being contracted to provide a personal concierge service to a luxury residential apartment as her greatest professional moment.

"The absolute cherry on top for me, and a very large cherry at that, was being invited by Mirvac Queensland to manage the onsite concierge service for Pier Waterfront at Newstead. Having Mirvac recognise and acknowledge that personal concierge is a bona fide service and provides value to people was amazing," Adele says.

BLAIR LIFESTYLE MANAGEMENT
P 3848 8884 OR 1300 55 TIME (8463)
WWW.BLAIRLIFESTYLE.COM.AU
WWW.GREENAPPLEORGANISING.COM.AU