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## MEDIA RELEASE

### For immediate release

#### LOCAL MUM TAKES ON THE BIG END OF TOWN

Fountaindale, NSW, 13<sup>th</sup> June 2007. The Australian Soap Manufacturing Industry generated an estimated \$2,010 million in revenue in 2005-06 (IBISWorld Report C2545, Mar.,2007), and local mum, Leanne Faulkner has battled to earn a piece of the market. Faulkner started her local soap manufacturing company, Billie Goat Soap, as a result of trying to help soothe her son's eczema condition. Today, Billie Goat Soap is sold in over 550 retail outlets and exported to several markets throughout Asia.

"There is no doubt it has been a tough road. The toiletries market is highly competitive, and the big established players have a lot of money to put into advertising and promotional activities. This has not been an option for us," said Faulkner. IBISWorld report (C2545, Mar.,2007) stated that industry growth has been moderate, with average growth rates in revenue of just 2.2% over the ten years to 2005-06. In stark contrast, Billie Goat Soap has experienced over 100% revenue growth for the last two consecutive years.

Faulkner believes that sales success, despite having a minimal advertising budget, is largely due to developing a high quality fresh goat's milk soap product that has been well received by the general public. "There is no doubt that our product has lead to many sales based on referrals from happy customers. Support for our company from the general public has been overwhelming and gives me the courage to keep stealing market share from the bigger, more established competitors," Faulkner said.

To date, the company has built its success on selling hand-made soap made from fresh goat's milk, using milk from their own herd of dairy goats. Buoyed by consumer response and subsequent market share growth, the company plans to expand their range in the coming financial year to include other quality goat's milk body products. "My experience with Billie Goat has shown that you don't need a lot of money to throw into slick advertising campaigns to really gain the trust of Australian consumers. You simply need to be committed to making the best quality soap in town", said Faulkner.

For more information about Billie Goat Soap, please contact:

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