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## Hospitality workers pivoting during COVID-19

*Turning challenges into opportunities*

### **About Hannah and Zoe.**

These two ladies are best friends, housemates and now owners of their small and successful business Masks by Zoannah. Hannah is originally from London, and in 2018 she embarked on a trip of a lifetime around the world. Arriving in Melbourne, Hannah instantly fell in love with the city and hasn't left since. Zoe was born and raised in Melbourne, and is currently studying Law and Commerce full-time at University.

### **How COVID-19 has impacted their work lives.**

COVID-19 has certainly impacted their lives in some way, however both girls have maintained a positive attitude and taken the time to discover new skills and hobbies. Hannah is working at View Melbourne as a conferencing and events coordinator. Due to COVID-19 her role has changed dramatically at View Melbourne, as the conferencing and events industry comes to a complete halt. Hannah has embraced working in a number of different areas of the hotel, and is a great all rounder. From making coffees at Hop Garden, to taking stock of staff uniforms. Zoe was also working in the events industry while studying however, as a result of the pandemic her work has completely ceased. The girls have both enjoyed spending more time together at home, as they hold a very close relationship.

### **How the idea/concept for the business came about.**

Before masks became mandatory in Melbourne, the girls were at their local supermarket looking around at everyone and their face masks. Some a little more rough than others. Hannah decided she wanted to give it a go at making her own masks, and the girls were pleasantly surprised when they turned out great. Soon friends, family and co workers were all placing their orders. Carl (General Manager at View Melbourne) asked the girls to make a number of face masks for all View Melbourne staff. Hannah and Zoe realised there was a demand for their stylish face masks, and they have continued to receive more and more orders everyday since.

### **What is unique about Masks by Zoannah.**

Hannah and Zoe wanted to provide people with an affordable, good quality, locally made face mask. Their masks are made out of 100% cotton and it is the most breathable fabric. All their masks are 3 layered and in line with Government guidelines.

Check out their full range of face masks on Instagram: [@masksbyzoannah](https://www.instagram.com/masksbyzoannah).