



# WHY WORK WITH SYDNEY CONCIERGE

## Our Services & Pricing Guide 2024



<https://www.sydneyconcierge.com.au>



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We're a PA for your personal life. Whether you're looking for quality time with your family, more "me time", or an extra set of hands, we'll help you conquer your to-do list.

# Hello there



I'm Layla, your new Wingwoman. I run Sydney's premium personal concierge, and organising is my superpower.

Whether you're looking for more quality time with your family, more me time, or simply an extra set of hands, we'll help you...

- Tick off your never-ending to-do list
- Find time for self-care
- Be in two places at once
- Get an extra day a week
- Create a village to support you in your quest to be a better parent

Gone are the days when outsourcing was a luxury and having a personal concierge was just for the super-wealthy. Nowadays, it's for busy professionals juggling full-time jobs, wrangling kids, and trying to keep the house in order. It takes a village, they say, and we're here to be a part of yours. It's all about working smarter, not harder.

If you're ready to reclaim some of that precious time and sanity, schedule a call and find out more.

Let's get your life back on track together!

A handwritten signature in black ink that reads "Layla".

Founder and COO (Chief Organising Officer)

You can do  
*anything, but  
not everything*

# Who is Layla?

Whilst working as a Concierge Lifestyle Consultant for Platinum credit card clients, I discovered my natural gift for organising people's personal lives and travel adventures. It may sound corny, but I quickly realised that I was "[born to be a concierge](#)". In 2010, I took the leap and founded Concierge Connections, rebranding it as Sydney Concierge in 2015.

Originally hailing from the United Kingdom, I made several extended visits to Australia before making it my home in 2006, officially becoming an Australian citizen in 2008

With over three decades of administrative and research experience under my belt, I've worn various hats over the years. I've been a Research Manager, an EA, and a Communications and Administrative Officer, providing vital support to CEOs and executives.

Exploring every corner of Australia has been a lifelong passion of mine. Whether it's discovering a cosy local bar or a charming restaurant right around the corner, or embarking on an adventure halfway across the globe, I'm always up for the next discovery.

I hold a BA (Hons.) in Psychology and an internationally recognised Diploma in Event Management. My journey in event planning and crafting unforgettable travel experiences dates back over 25 years, starting with my very first solo year-long expedition from the UK to Australia in 1996.

When I am not organising the lives of others...you'll find me cherishing moments with my family, exploring new destinations, capturing life's beautiful moments through my camera lens (especially on [Instagram](#)), snorkelling with Blue Groper, checking out new restaurants and living life to the full!

*"There are few people that you can say were born to do Concierge, but Layla is one of them. She brings a level of expertise, knowledge, and dedication far beyond any normal customer service experience. Layla enjoys keeping herself up to date, from going to the hottest restaurant in town to finding a limited edition pair of Chanel glasses!"*

Diana Rosser, Bondi Junction, Sydney

# Our mission

We're here to help busy professionals and families save time, reduce stress, and enjoy a more balanced lifestyle by providing a wide range of personalised concierge services.



## We believe

- ✓ You can do anything, but not everything
- ✓ You should do what you love and I'll do the rest
- ✓ You can't buy happiness, but you can buy time (which is kind of the same thing)
- ✓ You deserve an extra day a week

## Our values

- ✓ Authenticity - We stand firmly by the principle that honesty is essential
- ✓ Innovative - We are committed to continuously enhancing our services and products
- ✓ Determination - We embrace challenges and never give up
- ✓ Passion - Our passion for organisation as well as our zest for life is the key to our success

# Services



**Personal Shopper**



**Travel Arrangements**



**Senior Concierge**



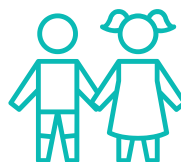
**Christmas Concierge**



**New Mum Packages**



**Event Management**



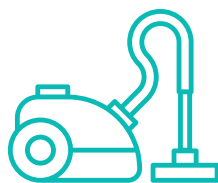
**Kids**



**Small Business Marketing**



**Moving Home**



**Housekeeping**



**Finance**



**Home Organisation**

**Need help with something else? We've got you covered!**

Beyond the services listed above, we're here to help with anything on your to-do list. We're not limited to this list. Whether it's picking up dry cleaning, organising a family event, or managing those unexpected last-minute errands, you can purchase time with us to handle it all. Think of it as having your personal assistant ready to tackle any task, big or small. Simply let us know what you need, and we'll take care of the rest—so you can focus on what truly matters. Contact us if you have something outside of the above categories. On the rare occasion we can't help, we will find someone who can.

# Examples of tasks

Below are some examples of tasks you can outsource to us, but these are just a few of the many ways we can help. If you have a specific task in mind that isn't listed, let's talk! I'm here to assist you in any way that best suits your needs. Please note, tasks marked with an asterisk are not included in our retainer packages. These are quoted separately upon request or on a project-by-project basis.

## Personal Shopper

- Run errands (e.g. pick up dry cleaning and prescriptions) for new mums, the elderly and anyone who is time-poor
- Order flowers and gift hampers to be delivered
- Locate hard-to-find items
- Recommend unique gift ideas for any budget
- Organise returns and refunds, and check refunds/credit vouchers are received
- Compare prices of a specific item and find the best value option
- Hand deliver gifts, groceries and other items Sydney-wide
- Find corporate gifts to impress
- Design and order personalised gifts

## Travel Arrangements

- Research and book accommodation in London, Cairns, Hamilton Island, Dubbo Zoo Hunter Valley, Singapore etc
- Check what visas are required for a round-the-world trip
- Apply for passport
- Organise ski trip to Thredbo, Smiggins Hole, New Zealand. Europe etc, including lift passes, ski rental and lessons
- Book, change and cancel flights
- Research the best way to avoid overseas transaction fees
- Join airline frequent flyer membership and claim missing points
- Devise itineraries for Sydney, the rest of Australia and overseas
- Organise trips for special occasions - honeymoons, babymoons, family reunions
- Everything else travel-related - car rental, cruises, travel card, private yacht hire, NRMA International Driver Permit, airtags etc

## Senior Concierge

- Grocery shopping, prescription pick-ups, and other errands
- Coordinating home repairs, gardening and cleaning services.
- Organising meal preparation or arranging meal delivery services
- Providing companionship, organising recreational activities or accompanying on walks
- Helping with smartphones, computers, and other technology support
- Scheduling medical appointments and arranging for in-home care or therapy services

# Examples of tasks cont'd

## Christmas Concierge

- Hire a Christmas Tree (real or artificial) with decorations, & we'll even decorate it for you
- Write handwritten Christmas cards, create mailing labels and post them
- 24-Day Elf on the Shelf Kit
- Buy, wrap and post Christmas gifts
- Organise corporate Christmas parties/dinners
- Book Santa photos
- Anything else on your festive to-do list, so you can relax and enjoy the holiday season

## New Mum Packages

- Grocery shopping and delivery of baby essentials
- Organising and setting up the nursery
- Organising meal delivery services
- Scheduling postpartum check-ups and health appointments
- Booking a sleep consultant
- Finding a daycare with vacancies
- Organising cleaning and laundry services
- Planning and booking mother-baby classes (e.g., swimming, music)
- Curating personalised gifts or keepsakes for memories
- Planning and organising milestone celebrations (e.g., first birthday, christening)
- Creating keepsake items like photo albums or memory books
- Arranging professional photography sessions to capture special moments

## Event Management

- Book tickets for concerts, theatre & sporting events including parking/transfers
- Tickets for New Year's Eve in Sydney
- Organise luxury experiences, such as travelling to Cottage Point Inn by seaplane
- Recommend and book restaurants for Valentine's Day, birthdays, anniversaries, baby showers, Mother's Day, business meetings etc
- Organise special occasions, such as milestone birthdays, engagement parties, children's parties, hen weekends, weddings etc
- Arrange delivery of flowers for Mother's Day, Valentine's Day, birthdays, anniversaries etc
- Remind you of important dates
- Design invitations for kids parties, weddings and other special occasions



# Examples of tasks cont'd

## Kids

- Research vacation care/camps
- Create photo books of kids/kids' art
- Find childcare centres with availability
- Enroll kids in gymnastics, football, French & swimming classes etc
- Organise kids birthday parties (e.g. design invitations, venue, catering, entertainment, cake, decorations, party bags etc)
- Purchase school uniform, school shoes and back to school supplies
- Find family-friendly music festivals in Australia
- Book holiday with kids club
- Go through children's clothes - donate or sell those which are too small
- Hold the baby whilst you make/answer a phone call

## Small Business Marketing and Admin

- Design, build and edit websites
- Design and schedule socials
- Create and publish email marketing campaigns
- Type up notes
- Schedule meetings
- Filing - physical and digital
- Clean up/merge phone/laptop contacts
- Design logos, email signatures and business stationery
- Take laptop/phone to be repaired
- Scan business cards and add to phone contacts

## Moving Home

- Assist with relocations to/from/within Sydney, whether it is from the same suburb, interstate or overseas
- Attend rental inspections on your behalf, and show you around properties on facetime
- Arrange change of address with Auspost, utilities, banks etc, and arrange internet in advance so its ready to go on move-in day
- Arrange packers and removalists

# Examples of tasks cont'd

## Housekeeping

- Laundry - washing, hang out, and put away
- Light cleaning
- Vacuuming
- Put groceries away
- Unload/load the dishwasher
- Tidying, including toys
- Check if food is out-of-date and replace if it is

## Finance

- Research the best point-earning credit cards
- Enter receipts into Excel/Google Sheets, in preparation for EOFY
- Pay bills to avoid late fees
- Query bank/credit card charges
- Review utility and insurance providers - look for better deals
- Check refunds are received for items returned and flights cancelled etc
- Apply for rebates from local and NSW Government
- Change utility bills to direct debit and paperless

## Home Organisation

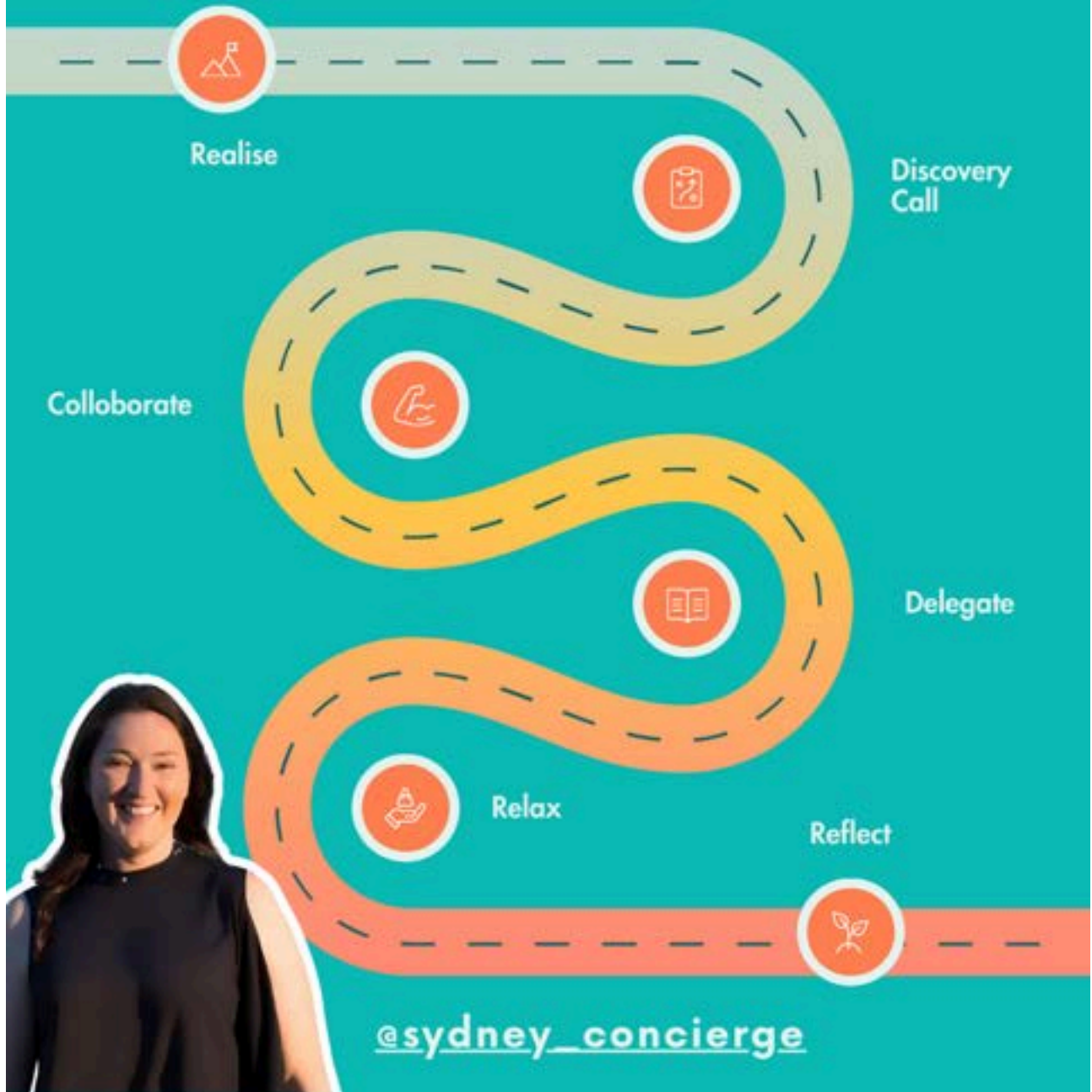
- Get quotes from tradies & other suppliers and schedule appointments
- Meet tradies and wait for deliveries, so you don't need to take time off work
- Declutter and organise every inch of your home
- Check your home whilst you are away and collect the mail
- Arrange for appliances/furniture etc to be fixed
- Set up a new filing system
- Arrange a council clean up, drop off donations and sell anything of value
- Call companies who are delivering junk mail to unsubscribe

## Miscellaneous

- Data entry
- Make Medicare and private health claims
- Organising and decluttering email inboxes
- Schedule appointments and manage your calendar
- Create/update an Excel/Google sheet with list of contacts and important information
- Conducting research about anything and everything
- Life admin

# FROM CHAOS TO CALM

Personal Assistant for your Busy Life



# How it works continued

## FROM CHAOS TO CALM: Personal Assistant for Your Busy Life

- 01 Realise**  
Recognise the need for more balance in your busy life, knowing that it's okay to ask for help.
- 02 Discovery**  
Book a free Discovery Call and find out how our concierge services can lighten your load.
- 03 Collaborate**  
We'll create a personalised plan that addresses your unique needs and priorities.
- 04 Delegate**  
Hand over your to-do list and feel the relief as our experts take care of errands, bookings, and more. We will keep in touch via your preferred method of communication (email, text, call, Whatsapp etc). If you choose a retainer package or have a large project, we will setup your Trello Board, to make delegation easier.
- 05 Relax**  
Experience newfound freedom and peace of mind as we handle the tasks, giving you more time for what matters most.
- 06 Reflect**  
Look back on how Sydney Concierge has transformed your daily life, helping you reclaim valuable time.



Need more calm and less chaos? Schedule a Discovery Call to find out how we can help you

[BOOK CALL](#)



# About you

Are you struggling to spin 50 plates in the air? AND not drop any!

## DOES THIS SOUND LIKE YOU?

- ✓ You feel exhausted - physically and mentally
- ✓ You struggle to find time for self-care and relaxation
- ✓ You wish you had more quality time with your family
- ✓ You feel stretched, like there's not enough hours in the day
- ✓ You find juggling work and family a constant challenge

Then it's time to get your life back!



# How we can work together

## Adhoc Hours - A Little Help

Dive into the convenience of our 'A Little Help' option, the perfect choice for those looking to trial our services without a long-term commitment. Or if you have a one-off project you need help with. Here's what makes it stand out:

### WHAT YOU'LL GET:

- ✓ Test the waters without locking into a long-term commitment.
- ✓ Experience the perks of personalised assistance without the pressure.  
Need a break? Our ad hoc services allow you to pause without the stress of maintaining a regular commitment. Contact us when you need assistance.
- ✓ Travel Fee is only \$0.88 per km. Whether it's around the corner or across town, our concierge services come to you at an affordable travel fee.



Ready to experience a little help that goes a long way? Embrace the freedom and convenience of our 'A Little Help' today!

### YOUR INVESTMENT

From \$79 per hour inc gst

[BOOK CALL](#)



# Retainer packages

## Take the Load Off - our most popular option

Experience the ultimate in personalised assistance with our 'Take the Load Off' concierge package. Tailored for those who crave regular and consistent support. Ready to lighten your load and enjoy consistent concierge support? Choose our 'Take the Load Off' package and experience the help you deserve!

### WHAT YOU'LL GET:

- ✓ Enjoy the ease of 5 hours per week, ensuring a consistent level of support tailored to your needs.
- ✓ Connect with us in person with up to 1 face-to-face meeting per week.
- ✓ There's no travel fees within 30km from Mortdale. Enjoy our stress-free services.
- ✓ Benefit from a dedicated number of hours per week, providing you with ongoing and consistent assistance. Take the load off your shoulders with reliable support.



### FIVE HOURS PER WEEK

From \$349 inc gst

[BOOK CALL](#)



# Retainer packages cont'd...

## Peace of Mind

Capture the essence of a stress-free Lifestyle! With our Peace of Mind Retainer Package, experience the height of personalised care. This retainer package is perfectly tailored to meet your unique lifestyle needs, ensuring an unprecedented level of comfort and convenience. Why You Need This: Our Peace of Mind Retainer Package isn't just a service; it's your opportunity to transform your day-to-day life into a more relaxed and seamlessly managed experience. Say goodbye to the stress of mundane tasks and hello to a life where your wellbeing is our priority.



### WHAT YOU'LL GET:

- ✓ Concierge Service: Receive 10 hours of bespoke concierge services each week, ensuring comprehensive and attentive support tailored to your unique needs. Whether booking reservations, handling daily chores, or decluttering your home or arranging travel – we've got you covered.
- ✓ Complimentary Travel: Forget about travel fees if you're within 30km of Mortdale. Meet with us in person up to twice a week, at any location of your choice, at no extra cost. Seamless service delivered to your doorstep. We can also work virtually if you prefer.
- ✓ Priority Service: Jump the queue with our priority service. Your urgent needs are dealt with first, making sure your life runs as smoothly as possible.
- ✓ Rollover Hours: Not enough hours in the day? Life can be unpredictable. We get it. Any unused hours from your package can roll over to the next week. We ensure you get the service you deserve, whenever you need it.

**10 HOURS PER WEEK**

From \$689 inc gst

[BOOK CALL](#)





# Summary

## ADHOC HOURS

### A Little Help

Dive into the convenience of our 'A Little Help' option, the perfect choice for those looking to trial our services without a long-term commitment. Or if you have a one-off project you need help with.

- Buy hours as you need them
- Test the waters without a long-term commitment
- Travel fee: \$0.85 per km
- Need a break? Adhoc gives you flexibility and allows you to pause

STARTING FROM  
**\$79** inc gst per hour

MOST AFFORDABLE

## RETAINER PACKAGES

### Take the Load Off

Experience the ultimate in personalised assistance with our 'Take the Load Off' Retainer package. Tailored for those who crave regular and consistent support.

- 5 hours included
- 1 face-to-face meeting per week included
- No travel fee within 30km from Mortdale
- Dedicated amount of hours per month, ensuring ongoing and consistent support.

STARTING FROM  
**\$349** inc gst per week

MOST POPULAR

### Peace of Mind

Experience a stress-free lifestyle with our 'Peace of Mind' Retainer Package. Enjoy personalised care that transforms your daily routine, eliminating mundane tasks and prioritising your well-being.

- 10 hours included
- Up to 2 face-face meetings per week included
- No travel fee within 30km from Mortdale
- Jump the queue with priority service
- Hours can be rolled over

STARTING FROM  
**\$689** inc gst per week

MOST VALUE

[BOOK CALL](#)



*Please contact us for a personalised consultation and quote, or if you would like more hours.*

“

Don't be too busy  
making a living  
that you forget to  
make a life”

- DOLLY PARTON

# Testimonials



## **Elizabeth Richards, Perth, WA**

I have used Layla's personal concierge services for around 18 months and during that time, Layla has managed a wide variety of both my personal and professional needs. During this time, I always found Layla to be extremely professional, efficient and helpful in all aspects. Layla has organised many of my overseas holidays, for both business and leisure, sourced numerous items for me, and has dealt with all my needs in a timely and professional manner. I highly recommend her and her services.

## **Diana Rosser, Bondi Junction, NSW**

There are few people that you can say were born to do Concierge, but Layla is one of them. She brings a level of expertise, knowledge, and dedication far beyond any normal customer service experience. Layla enjoys keeping herself up to date, from going to the hottest restaurant in town to finding a limited edition pair of Chanel glasses!.



## **Libby More, Charlton, London**

Layla is the most organised person I know. Her attention to detail with organising events with value for money is second to none. I had the most fabulous honeymoon in Switzerland which I still cherish to this day, all thanks to Layla. I also have happy memories of a group trip to Bruges, where upon arrival we were greeted with an information pack. I would definitely recommend Layla's company for both her professionalism and expertise."



# Testimonials



## **Penny, Randwick, NSW**

The very lovely Layla started assisting me back in July 2021 and worked in a part-time capacity providing personal assistance for 2.5 years. An incredibly reliable and hard-working woman, who was a great pleasure to work with. She assisted me with a wide variety of tasks from the professional such as website creation and social media management to the personal including booking travel, administrative assistance and running errands. It was so good knowing that I had Layla on hand and ready to assist. If you need any sort of administrative or concierge assistance then Layla is your woman!

## **Erin Luff, Peakhurst Heights, NSW**

Layla has been my saviour, helping me with all the little things, as well as big decisions that have been on my to-do-list and affecting our family for years! She listened to what I needed. Straight away a spreadsheet with research and options was compiled and presented to me. It instantly decluttered my brain and relieved my stress. Layla continues to help me and my family whenever we need help. I feel so much lighter. All this help has given us the chance to finally concentrate on our wellbeing and enjoying life again! Thank you so so much Layla.



[MORE TESTIMONIALS](#)



# FAQs

## What is a personal concierge?

A personal concierge is like having your own genie, but instead of granting wishes, they tackle your to-do list with a magic touch. They're like your right-hand person for all those tasks you wish would just vanish. From booking appointments to running errands, arranging travel plans, or even finding the perfect gift, a personal concierge has your back, making your life smoother and more manageable. It's like having a wingwoman for your everyday life! They're otherwise known as a Personal Assistant, a PA for your personal life or a Lifestyle Manager.

## Why outsource?

Outsourcing saves you time and reduces stress by allowing a professional to handle tasks you don't have the time or inclination for. This helps you focus on what really matters and enjoy a more balanced lifestyle. It's also great for when you can't be in two places at once. Sometimes, it's not about what you can do but what you'd rather not do. Sure, you could spend hours researching, planning, and running around town trying to tick off your to-do list, but think about all the other things you could do instead!

## Why Sydney Concierge?

Choose Sydney Concierge for personalised, reliable service that caters to your unique needs. We simplify your life by handling everyday tasks, allowing you to focus on what truly matters. We are your one-stop shop. Enjoy convenience and peace of mind with us.

## How do I know I can trust you?

We are committed to confidentiality. We have a proven track record of providing reliable and professional services to our clients since 2010. We are fully insured and have regular police checks, ensuring peace of mind. Here are just a few of the [glowing testimonials](#) we have received.

## What areas do you cover?

We cover all of Greater Sydney, for our in-person services. However, many of our services are virtual, so you don't even have to live in Sydney to use our services.

# More FAQs

## Do you only help with personal tasks?

While personal requests are a large part of what Sydney Concierge does, we can also assist with a wide range of small business tasks. Whether it's marketing (e.g. website design and development, email marketing and social media), organising corporate events, managing travel arrangements for business trips, or even assisting with employee relocations, we've got the expertise and resources to support both personal and professional needs.

## Can I cancel or reschedule a service?

Yes, you can cancel or reschedule up to 48 hours before the scheduled time without any penalty. Sessions cancelled within 48 hours may attract a 50% cancellation fee.

## What payment methods do you accept?

Payments can be made via credit card, bank transfer, or PayPal. For your convenience, we offer both one-time payments and recurring billing for ongoing services. Payment is due at the time of booking unless otherwise agreed.

## Can you help on weekends and evenings?

Absolutely! We understand that life doesn't just happen during regular business hours. That's why we're also available to assist you during evenings and weekends. Please note, advance bookings are highly recommended for 'out of office hours'.

## Do you offer gift certificates?

Yes we do. It's a fantastic way to treat your loved ones to the gift of time. Whether it's for a special occasion like a birthday, anniversary, or holiday, or just to show your appreciation, our gift vouchers can be personalised to suit your preferences and budget. It's the perfect gift for anyone who has everything they need; except time.

[MORE FAQs](#)



# Retainer package FAQs

## Why choose a retainer package?

A retainer package offers you consistency, convenience, and peace of mind. Retainers secure ongoing, regular access to personalised support, allowing you to offload recurring tasks without the need to rebook, worry about availability or make last-minute arrangements.

## Is there a minimum commitment period for the retainer packages?

We have a minimum commitment of 12 weeks. Our sweet spot is ongoing collaboration because the magic happens when we truly understand you, your lifestyle, and what you really need. Your life will keep getting easier and easier as we go.

## What happens if I exceed the allocated hours or services in the retainer?

No problems! We will never go over the allocated hours unless you request us to, and in these circumstances, we'll send you an additional invoice. We will figure out the best way forward. We can discuss additional hours or services based on what you need.

## Can I upgrade or downgrade my retainer package as my needs change?

Absolutely! We totally get that life can throw some surprises your way. You can definitely upgrade or downgrade your retainer package to better align with your evolving needs. Just give us a shout, and we'll make the necessary adjustments to ensure you're getting the support you need.

## What is the cancellation policy for the retainer packages?

We've got a 4-week cooling-off period, in case we realise we're not the right fit for each other. Beyond that, we ask for a minimum commitment of 12 weeks. This helps us lock in dedicated time in our calendar for you. After that initial period, you're free to cancel whenever suits you best.

[MORE RETAINER FAQs](#)



# Let's Get Started

If you haven't already booked a [Discovery Call](#) with us, we recommend starting there.

Alternatively, feel free to reach out via phone, email, or through our social media channels (contact details are on the right).

During our initial conversation, we'll discuss your specific needs and preferences, and help you decide whether adhoc hours or retainer package is the best fit for you. Once you've decided, we'll send over your first invoice.

As soon as the payment is complete, we'll get to work, and you can sit back, relax, and let us handle the rest!

[BOOK CALL](#)



Thank you for considering Sydney Concierge for your personal and professional needs. We are dedicated to providing exceptional service and ensuring your satisfaction. Let us help you reclaim your time and enjoy a more organised, stress-free life. Reach out today and discover the difference we can make!

Please don't hesitate to let me know if you have any questions.

*Layla*

Founder and COO (Chief Organising Officer)



## LOCATION

Mortdale, Sydney, Australia

## HOURS

M - F 9am - 5pm AEST  
We realise life doesn't just exist 9-5, so services are available out of these hours if booked in advance

## WEBSITE

[sydneyconcierge.com.au](http://sydneyconcierge.com.au)

## CONTACT

+61 414 737 730  
[layla@sydneyconcierge.com.au](mailto:layla@sydneyconcierge.com.au)

## SOCIAL MEDIA



Turn chaos into calm

