

[Music]

Female: I just always remember running up to the windows, pressing my nose against the glass and watching the planes come in.

Male: My mum, she's a very loving natured person so you know when she's serious it means something.

Male: Wanted to be a part of something bigger than myself.

Female: That's pretty much when my whole life changed.

[Music]

Female: What we do day-to-day for each of us is our own contribution to the world, regardless of your occupation. But can each of us find something that we are truly passionate about, that we can be proud of, and that can make us excited to get up every Monday morning? In this series we chat to people who are out there doing just that, doing what they describe as exactly what they love to do.

Respondent: I think that there's a misconception that working for your family is easy. It's definitely not. They know your strengths and your weaknesses and they drive you every day to do your best.

The most challenging aspect of my job would be working for family.

Interviewer: Hanna is incredibly driven and passionate about what she does and the industry she does it in. Not only does she work full time as a Marketing Manager, but she also sits on a number of Boards.

Today we talk to her about what it means to bring a small business up to the modern era and what no-one tells you about what working in a family business.

Hi Hanna, thanks for joining us today. Would you like to introduce yourself?

Respondent: My name is Hanna Darmody and I'm the Marketing Manager for my family business. I am 22 years old and I am a country girl from Bungendore.

Interviewer: Awesome! Tell us a little bit more about the family business you work for.

Respondent: So, my family business has been in the family for 22 years. My Father is a qualified butcher and my Mother does all the business and I decided to build

my self-worth through vocational education and training to be a part of that business and bring it into the modern world.

We live on a farm where your butcher is also your farmer, so we breed our own lambs and we buy cattle from local sales and we put that product into our butcher shop, so it's a real paddock to plate initiative which is definitely a point of difference in today's society.

Interviewer: That is quite a process to be a part of and one that you've obviously been around your whole life. What made you want to work in the family business?

Respondent: I think it's important in today's society to educate people about where their products are coming from. There's so much bad press about Australian agriculture, that I think there needs to be some success stories and some real local good-hearted stories about where your food comes from.

I decided I wanted to be part of my family business when I finished school, so at the end of Year 12, I decided that I really wanted to build my self-worth within the family business and actually expand that business to a new level.

That decision was definitely influenced by my parents. I saw them work so hard to produce what they have and such a successful and reputable business and I wanted to be a part of that.

Interviewer: So it sounds like your parents and the environment that you grew up in really inspired you. Some people can't wait to get out of their home town, but for you it sounds like it was the exact opposite?

Respondent: So, I decided to take on my Certificate III in Agriculture at Goulburn while I was in Year 12, because I felt like the metropolitan area wasn't really for me. I wanted to go back to my roots which was agriculture, so I spoke to my careers advisor and we looked at different possibilities that I could be involved in and we decided I should take an agricultural course at Goulburn.

While I was studying that during Year 12, was very difficult. I was also doing a tertiary package, so I was studying for my A.T.A.R., but the Certificate III in Agriculture was something I was really passionate about, so I was able to take on that and complete my schooling and just felt like I'd succeeded.

So, I've been able to take those skills I learned through my agricultural course of driving tractors, of fixing fences, of playing with machinery, everything like that and I've been able to take that back into my everyday

life of living on a farm, which then results in the end product at my butcher shop.

Interviewer: So you went and studied agriculture at the same time of continuing with Year 12. That takes a lot of passion and determination, but it sounds like the connection with your roots was really something important to you and what drove you to complete it. So after that, you studied marketing?

Respondent: When I actually went to my first class of my Diploma of Marketing, there was something inside of me that actually sparked up. I was very passionate about what I was doing and I think that's so different to school where you go to school and you learn so many subjects, but when you take on a vocational education course, you're actually making that life decision and it's something that you want to do, so I think sitting in those classrooms and being able to be taught something that every time I heard was sinking in and I wanted to be part of and I wanted to implement in my business was a fantastic feeling. I feel like I'd made the right decision in my life and that what I was doing was going to be worthwhile for my future.

Interviewer: And it sounds like it's been really worthwhile, not just for you, but for the whole family and the success of the business. So, you feel like you've made an impact on the business?

Respondent: I'm passionate about what we are and the story behind that, so I'm passionate that we are a family business, that this is a business that's been running for 22 years and I'm passionate about we're actually bringing a story to our customers.

I think one of the highlights of my career so far is I've been able to convince my very old fashioned parents to do a rebranding of our business, which has been a huge step, not only for my family, but also for the community that we live in, so we've redone a logo and a full rebranding awareness campaign to bring this business up to the modern world.

Interviewer: That is a huge step and one that I'm sure was very successful. So on that note, we all have different definitions of what success is. What would you say that word means to you?

Respondent: Success means hard work and determination, definitely. I think there's a misconception that working for your family is easy. It's definitely not. They know your strengths and your weaknesses and they drive you every day to do your best.

Interviewer: So the determination aspect is really about persisting through the more challenging aspects of something. So, what are the more challenging aspects of your role now?

Respondent: The most challenging aspect of my job would be working for family. I feel that it is a struggle to come into my family business and implement different marketing strategies and come up with different thinking as to what my parents have done for the last 21 years, so it is a really difficult thing working for family, but I push through it and I convinced them there are different opportunities.

Interviewer: I can imagine that is really difficult to make suggestions and improvements to a business that's already been in the family for some time. I have no doubt it makes the business better though, so it sounds like you've found your passion in the combination of agriculture and marketing?

Respondent: Definitely. I love marketing. I love being able to sell different products, tell a story about their product, everything that's involved from marketing materials, marketing strategies, to products and services, to customer behaviour, everything, I love it all.

When we were learning a subject in class about a marketing fad of a Q.R. code, I was able to literally take that skill and implement into the workplace, so I worked with my parents and we created a Q.R. code that was placed on our products, so people could learn about who we are and what we actually do.

It was fantastic for the business. I think it showed our customers that we were growing and evolving into the contemporary marketing world and for me, it was so self-satisfying that I was actually learning something that I could take straight back to the workplace and my teachers were so supportive and just thought it was a fantastic example of how important the vocational educational system is.

Interviewer: So speaking of vocational education and training, I know that you're an ambassador for V.E.T. Can you tell us a little bit more about what makes you so supportive of this way of learning?

Respondent: So, I think the biggest thing for me, doing a vocational education and training course was the versatility of the skills. So, I was not only able to take the skills that I learned straight back into the workplace, I was able to implement them in other avenues of my life, so I've also been able to put them into the community groups that I've been working for, so I'm the Co-Founder of the Bungendore Bachelor and Spinsters Ball. I'm a Director on the Board of the Bungendore and Baden Community, Bendigo Bank and the 2017 Local Woman of the Year for Monaro.

Interviewer: Well you've certainly packed a lot into your 22 years. What are your aspirations for the future?

Respondent: My aspirations for the future include possibly working towards part ownership of my family business and being more involved within agricultural aspects.

I'm definitely open to more training through the vocational education system. I think that it is important to keep training, as there are new and improved ways to learn and there's new and improved skills to implement into the business, so I feel that training again is definitely on the cards.

Interviewer: Thanks so much Hanna. It was lovely to talk to you today. We wish you all the very best for the future.

Each person that we speak to in this Podcast series is a graduate, a graduate of vocational education and training.

This Podcast is funded by the Australian Government Department of Education and Training. For more information on vocational education and training, please visit [myskills.gov.au](http://myskills.gov.au)