



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Helen Hill

Entrepreneur - Achacha Fruit Business



"My vision, is a passion & my passion has been to bring the soil to life again, and to let people understand the goals we have."

ABOUT

Located midway between Townsville and Ayr on the Bruce Highway lies a 120 hectare plantation with 16,000 Achacha trees, the only one in Australia and currently the only known large scale plantation in the world. The Achacha is a tropical fruit originating from domestic orchards at the foot of the Andes in the Amazon Basin of Bolivia where it is known as achachairú. It is most closely related to the mangosteen from Asia which is also part of the garcinia family. After a big marketing effort the fruit is continually growing in popularity in Australia and further afield. Not coming from a horticultural background we've had to learn so much and I'm sure we made lots of mistakes, Helen says, but we're enjoying the whole learning process and its challenges. My particular passion has become soil health which is the one thing that can really help save the planet. Developing the crop has been very demanding as has the marketing of a totally new fruit. We are very grateful for the assistance and advice which has come from the local community, organic and biodynamic practitioners, North Queensland Dry Tropics and Growcom and farmers body. Looking back we have come a long way, looking forward we can see lots of potential for further development.

WHAT SUCCESS MEANS

- We have come a long way within our business and we have a long way to go but it's about having little successes along the way.

FAVOURITE ASPECT OF BEING AN ENTREPRENEUR / BUSINESSWOMAN

- Having the passion and meeting other likeminded people.
- Having the confidence to develop those skills.
- Having the guts and courage; remember the "I can do attitude and not the I can't".

DIFFICULT ASPECTS OF BEING A BUSINESSWOMAN

- Financial aspects of a business, having to outsource certain areas of a business.
- Remembering that it is allowed to outsource certain aspects and do the stuff that I am good at.
- Putting trust in other people with your business.



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MINDSET AS AN ENTREPRENEUR TO OVERCOME CHALLENGES

Make small changes constantly, sticking to what we need to do and not taking a big bite out of a situation, but taking littler bites, and continuing to look at those little changes – and turning it into something bigger and greater.

Overcoming challenges can be very difficult although realising it is only a stage.

A "can do" attitude.

If there is a problem, work out a way around it and if that doesn't work, find another door to go through.

Network and bring people into your life and utilise that team aspect.

BUILDING UP A GOOD TEAM

- Being honest and generous.
- Make something that has never been done before and taking time and effort into something that will eventually be great.

IMPORTANT SKILLS

- Having a go.
- Sticking with it, and not giving up on your idea.
- Showing your passion to other people, this is contagious and brave.

VIEW ON MENTORS

- I think that mentors are so important in growing your business, and connecting with likeminded people.
- I have had a few mentors, some have come and gone along my journey.

SUGGESTED FORMULA

- Do things in small bites, don't bite off more than you can chew.
- Don't rush into things - take time to think about it.
- Do things slowly and within your own means and finding new ways to attack certain scenarios.

CREATING CREDIBILITY

- Being honest, friendly, open and inclusive.
- Doing what you think is incredibly important for not just yourself but your community.



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PROMOTING YOUR BUSINESS

- Social media for us has been an amazing tool.
- We also utilise food bloggers and journalists.
- Being honest, friendly, open and inclusive is how we create that word of mouth.
- Utilising Twitter, Facebook and Instagram and building our platform.

LESSONS LEARNT

- I have learnt that I was trying to do so many different things at once, trying to fit everything into a day; a week; a month and realising that through learning more, I can do less.
- Understanding that it is alright to outsource certain aspects and remembering you can't do everything.
- Something can be overwhelming so break it down and tackle one thing at a time.

CONTACT

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