



WOMEN IN RURAL, REGIONAL AND REMOTE ENTERPRISES

- WiRE SHOWCASE SERIES -

Meg Kummerow

Entrepreneur - Flying Ag Australia



"Don't be afraid to reach out to others who have been on this journey. Look at other entrepreneurial women as your team and work on building each other up and learning as a group."

ABOUT

Meg Kummerow has agriculture running in her veins. She grew up on a beef cattle property and has been involved in beef cattle feedlotting, cotton and grains industries. Her husband and two daughters live on a grain farm west of Toowoomba. They no longer work the farm, but still enjoy working in agriculture. Meg's main focus within all the positions she holds is the farmer. To understand their needs and to provide solutions for them and their industry.

Meg has developed two businesses from start up, both of which are still in operation; Future Focused Business Solutions and Flying Ag Australia. Meg is the current Executive Officer and Independent Director of the the Grains Research Foundation Ltd. She is on the committee of the Australian Sunflower Association and the Australian Summer Grains Conference along with being Interim Treasurer of Partners in Grain Queensland. Meg completed the Future Cotton Leaders Program in 2007.

FAVOURITE ASPECT OF BEING AN ENTREPRENEUR

- For me, I have an eight year old daughter and a five year old daughter and for me it's about not having a nine to five job, particularly when you live out of town. It just gives me the flexibility to be there for my children and support what they do, as well as giving me an outlet to do what I love because I really enjoy working with farmers.

IMPORTANT SKILLS

- The first would be the determination to keep moving forward, even if that's just one act per day to help your business. You need to keep actioning things to keep your business rolling.
- The second would be faith in yourself. I find for me self-doubt is something I battle with on a daily/hourly basis, so just keep on reminding yourself that you are doing the right thing, so be brave for one more minute or one more hour, just to get through what you're working on.
- The other would be belief in your idea. So, believing that your product or service really is of value to your potential clients.

MENTORS

- I think mentorship is really, really important, particularly for rural women. It's good to have somebody to bounce ideas off particularly someone who's been through the process before. It just gives you some piece of mind. I've been really lucky, I've had some great mentors, other women in particular who have been on a similar journey to myself.



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SUCCESS FORMULA

- I don't think there's a formula. I think the biggest thing is you need to just keep at it. There's always going to be tough times, but if you stick with it you'll eventually see success. There's not that many overnight successes.

PARTNERSHIPS

- When looking for a partner it's really important to feel your way through to see if you're really going to be able to work with them, to see if they are the kind of people you align with. I think it is important to get formal arrangements in place for protection of both parties because sometimes untoward things happen that neither party is prepared for.

BIGGEST LESSON LEARNT

- If you have an idea go for it. Don't be afraid of what people will think. Keep rolling with it, keep going, you will get there in the end.

ADVICE

- Don't be afraid to reach out to others who have been on this journey. By working as a team we can really help each other step up to the next level.
- I think teams are really important. There's a lot of focus at the moment on individuals and individual learning, but I think team learning and working as a team is increasingly important. Look at other entrepreneurial women as your team and work on building each other up and learning as a group.

ONE AMAZING THING TO ACHIEVE

- I would like to see a lot more women using a drone on their farm and to share their farm stories, so I think that's something I might need to work on by creating a Facebook group to get women to share their farm stories and even their entrepreneurial stories through drones.

CONTACT

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