

# Romaine Undery

RAMESA Nursery



*“The WIRE program has given me a beautiful bucket of resources which I can reach into and benefit from daily”*

## YOU AND YOUR VENTURE

### What words would describe you as a person?

Creative, Positive, Trusting, Curious, Determined, Energetic, Appreciative, Contented, Compassionate

### Describe how you would pitch your venture

We are a family run plant nursery located a short distance north of Kingaroy supplying a wide range of plants suitable for many garden types. We travel each weekend and sell our plants from our pop up nursery stall at Markets, Garden Festivals and Events and are available to speak at these and Garden Clubs.

### At what stage is your venture?

Growth Stage - continually growing – Founded in 2014

### What is your service or product?

**Products** - we offer are herbs, flowers, hedging plants, kokedama, handcrafted pots and potting medium.

**Services** - Markets, Festivals, Buy online, Retail supplier, Garden club visits, Production growing

### What is the structure of your venture?

In partnership with my husband Peter

### What type of venture do you have?

Plant nursery & Hand-crafted pots, Educational speaker, Workshop presenter, Production nursery, Tree plantation and Commercial Cattle.

### Does your venture reach local/national/international markets/audiences?

Local, state and interstate also offering online sales - our website and Facebook page has provided contact details making international enquiries and conversations possible.





## IDENTITY

**In one word, characterise your life as an entrepreneur  
(why this particular word)?**

Curiosity – I like to be creative and I'm intrigued with nature. Growing and learning about plants is such a joy to me.

**What does success mean to you?**

Being happy with what we are growing and the services that we provide - successfully filling orders and receiving positive feedback from customers who then repeat purchase

**What is your favourite aspect of being an entrepreneur?**

The capability of structuring your own business your own way and then having your ideas spring into action

## MOTIVATION / MINDSET

**What mindset(s) helps make you successful?**

Determination to contribute as much as we can to our local community while providing great plants for peoples' gardens

**What ignited the spark in you to start a new business venture or to make significant changes in an existing business?**

**Peter and Romaine Undery and Family**

We run RAMESA Nursery on a beautiful property surrounded by bush near Kingaroy in the South Burnett region of Queensland. Establishing the Nursery in 2014 at the end of a long drought we have continued to grow a variety of herbs, flowers, shrubs, trees and succulents both medicinal and culinary and continue to receive and pass on knowledge to customers regularly through festivals and garden club visits. Our aim is to share our garden and make our world a greener and healthier place by growing plants and being conscious of the environment we live in. Peter propagates trees and cares for the animals on our property and designs and builds the infrastructure of the Nursery and farm. I am a visual artists who creates handcrafted pots from the red soil on our property and paints whenever I can. We provide a wide range of herbs for healing and many people have purchased these herbs at local weekly markets and garden festivals. The RAMESA Nursery stall is a welcoming space providing affordable and quality plants. Happy Gardening!

**How do you conquer those moments of doubt that so often stifle or trip or stop so many entrepreneurs with great ideas...what pushes you through?**

Talk through your thoughts with someone - replan if you think it's necessary and remember that your efforts will eventually give you a sense of purpose, pride and satisfaction. Also remember that huge trees can grow from tiny seeds; it may seem a slow process but your efforts are worthwhile!

**What is your favourite quote?**

"Believe you can and you're halfway there" - Theodore Roosevelt





## VISION

### What is your vision for your venture?

Moving into the future we would like to increase public awareness of our products, locally, within Queensland and interstate. I believe some of our products are unique to our business and so we are trying to promote our handmade product range as well as our plants. Creativity and educational value is a key feature within our business.

## SELF-EFFICACY AND SKILLS

### To what do you attribute your success in progressing your entrepreneurial journey?

Determination and consistency - extending our product range with handcrafted unique products (pots)

### What would you say are the top three skills needed to be a successful entrepreneur?

Self-belief which develops self-confidence - networking with like minded people – often in the same industry but does not necessarily have to be so

### What was your biggest mistake in an entrepreneurial context?

Having a deep understanding earlier of how critical cash flow is to a developing business

### What was the biggest barrier you faced in your entrepreneurial journey and how did you overcome it?

Cash flow. We continually plan our spending every Monday matching our income to ensure a steady cash flow. Casual wages, infrastructure costs and ensuring the availability of expendable products such as pots etc

### What sacrifices have you had to make to be a successful entrepreneur?

Putting visiting family who live in NSW on the backburner has been a sacrifice as plants need to be monitored daily, and large as well as small customer orders need to be filled. Therefore I will be driving down in May 2019 to make the long awaited visit (it's been 2 ½ years) while my husband Peter will run the nursery for two weeks.

### In your view what factors help individuals make the transition to self-employment?

Researching ideas and needs of potential customers, goal setting, developing skills, putting together a business plan, believe in yourself, work with your strengths and get support with your weaknesses. Work with your passion in mind!



## STRATEGY

### What would you say are the top three key elements for starting your business?

1. Choose something that you would love to share with other people – brainstorm your ideas – what sings to you?
2. Research your product or service. Continuously walk through in your mind as a potential customer. Skill build - be aware of your weaknesses and if needed or wanted form a partnership that will compliment your own skill base.
3. Start with the “Big Picture” in mind work out your branding, your identity before you launch your product. For example, in our 1<sup>st</sup> year of business we began slowly so that we did not overcapitalise. We had cheep blue shirts, business cards with a logo, 2 gazebos, hand-written signs, professional banner, a few foldable tables and a limited range of plants. In our first year we attended local and surrounding markets.

### What has been your most successful form(s) of marketing?

Branding from the beginning! We have branded ourselves with a business name RAMESA Nursery (our property name which was a combination of our three children’s names RAmond MELissa and SARah) we have developed a logo which is on our blue shirts, banners, flags, car/truck magnets and each person we speak to receives a business card. We have an online presence of a website, Instagram and a Facebook page which is posted by myself weekly about where we are going and further ahead for upcoming festivals. Word of mouth is also important as regular customers kindly make recommendations.

### What are your thoughts on the value of partnerships?

Working as a Partnership structured business works well for us. We work together making the most of our individual skill-sets as well as sharing the work-load and decision making. We evaluate and enjoy our successes while working through the ups and downs of business.

### Where did your venture funding/capital come from?

Our own savings – so starting small was the only practical option for us and also limited the financial risks

### What creative strategies did you use to execute on minimal cash flow?

Make the most of your own skills and learn and work sustainably by minimising waste

### What habits helped make you successful?

Every Monday morning we have a purposeful meeting making sure we are on track with our nursery planning, customer orders, promotion of our products and preparation for any upcoming events for our plant stall, we track our cash-flow and also replan tasks/processes if necessary. We consistently evaluate what we do aiming to make decisions that are socially and environmentally ethical. For example a couple of years ago we transitioned from plastic to paper bags. Although the paper bags are costing us 10 x the cost of plastic we do aim to be as environmentally sustainable as possible so this change fitted well with our business values.



**What are your top two tools that you use in your venture  
(i.e. online tools)**

Facebook , our website, as well as email/PayPal/manager - software

**Do you want to grow your business? How will you do this?**

Yes I do at a pace that gives me a balanced life. We have been fortunate to secure a tree-growing contract that will enable us to complete ongoing infrastructure to the nursery. I would also love to expand my range of handcrafted pots.

**How do you stay motivated when things get busy with family and other things?**

I keep my diary entries realistic and have learnt to allow time for enjoying precious time with family and friends. I need to keep motivated in the business otherwise it is harder to catch up on work, especially the maintenance side of the business.

## NETWORKS

**To what extent do you agree with the following statement and why?**

**“The connections and networks that exist between people and enabled cooperation is one of the most important things in entrepreneurship”**

Networking is so invaluable. As the saying goes “2 heads are better than 1” so imagine what a handful of WIRE heads can do! Brainstorming together and sharing can certainly lead to cooperative conversations and actions.

**What kinds of networks do you access to help your entrepreneurial journey?**

WIRE conversations, industry support (Nursery and Garden Industry of Queensland)

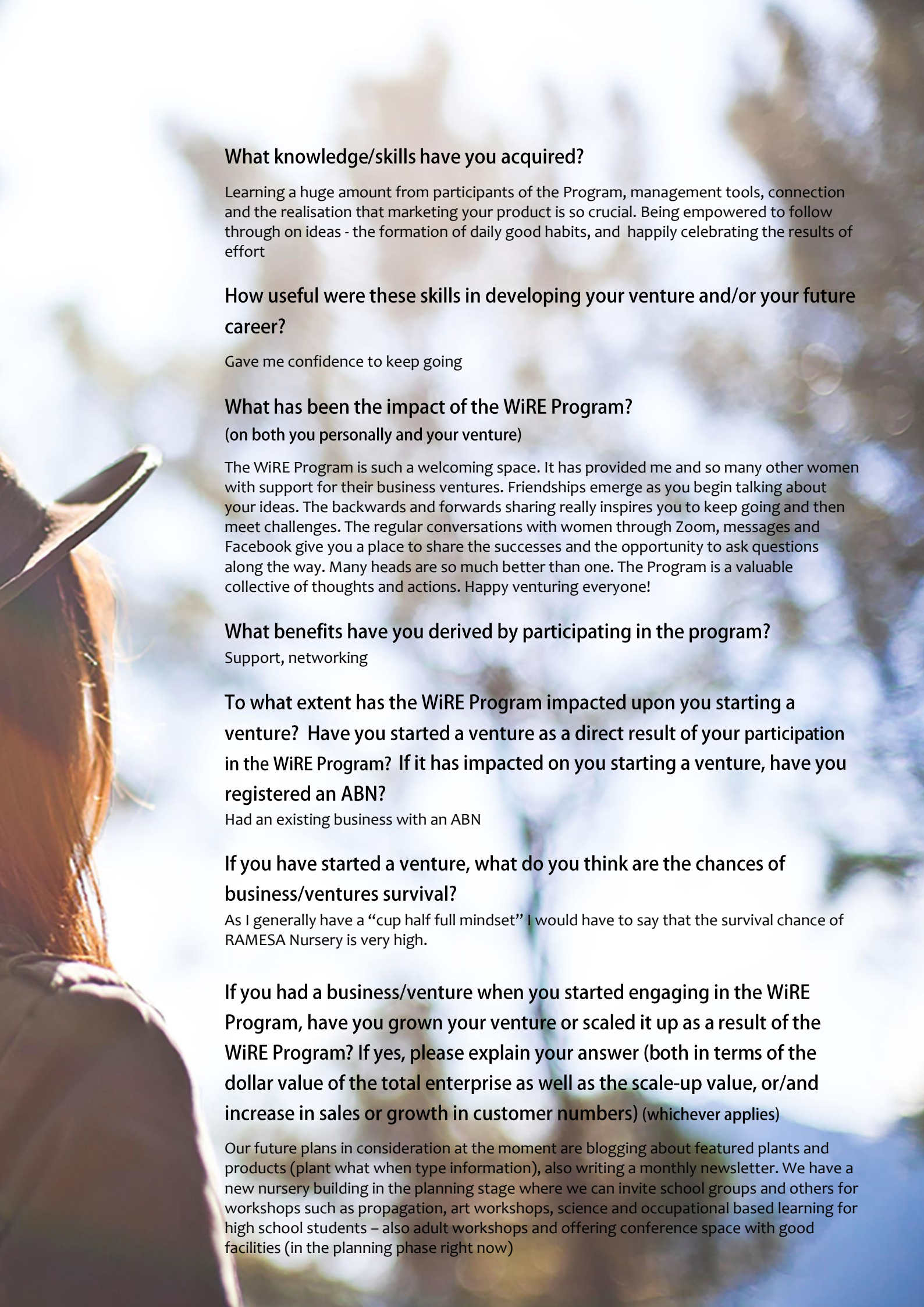
## IMPACT OF THE WIRE PROGRAM

**Why did you decide to participate in the WiRE Program?**

To share thoughts with other women - I'm interested in what other women are achieving and striving for

**In what aspects of the WiRE Program have you participated in so far?**

Panel member for a Pop Up WIRE Hub in Kingaroy  
Participant in WIRE Webinars  
Participant in WIRE FB groups



## **What knowledge/skills have you acquired?**

Learning a huge amount from participants of the Program, management tools, connection and the realisation that marketing your product is so crucial. Being empowered to follow through on ideas - the formation of daily good habits, and happily celebrating the results of effort

## **How useful were these skills in developing your venture and/or your future career?**

Gave me confidence to keep going

## **What has been the impact of the WiRE Program?**

(on both you personally and your venture)

The WiRE Program is such a welcoming space. It has provided me and so many other women with support for their business ventures. Friendships emerge as you begin talking about your ideas. The backwards and forwards sharing really inspires you to keep going and then meet challenges. The regular conversations with women through Zoom, messages and Facebook give you a place to share the successes and the opportunity to ask questions along the way. Many heads are so much better than one. The Program is a valuable collective of thoughts and actions. Happy venturing everyone!

## **What benefits have you derived by participating in the program?**

Support, networking

## **To what extent has the WiRE Program impacted upon you starting a venture? Have you started a venture as a direct result of your participation in the WiRE Program? If it has impacted on you starting a venture, have you registered an ABN?**

Had an existing business with an ABN

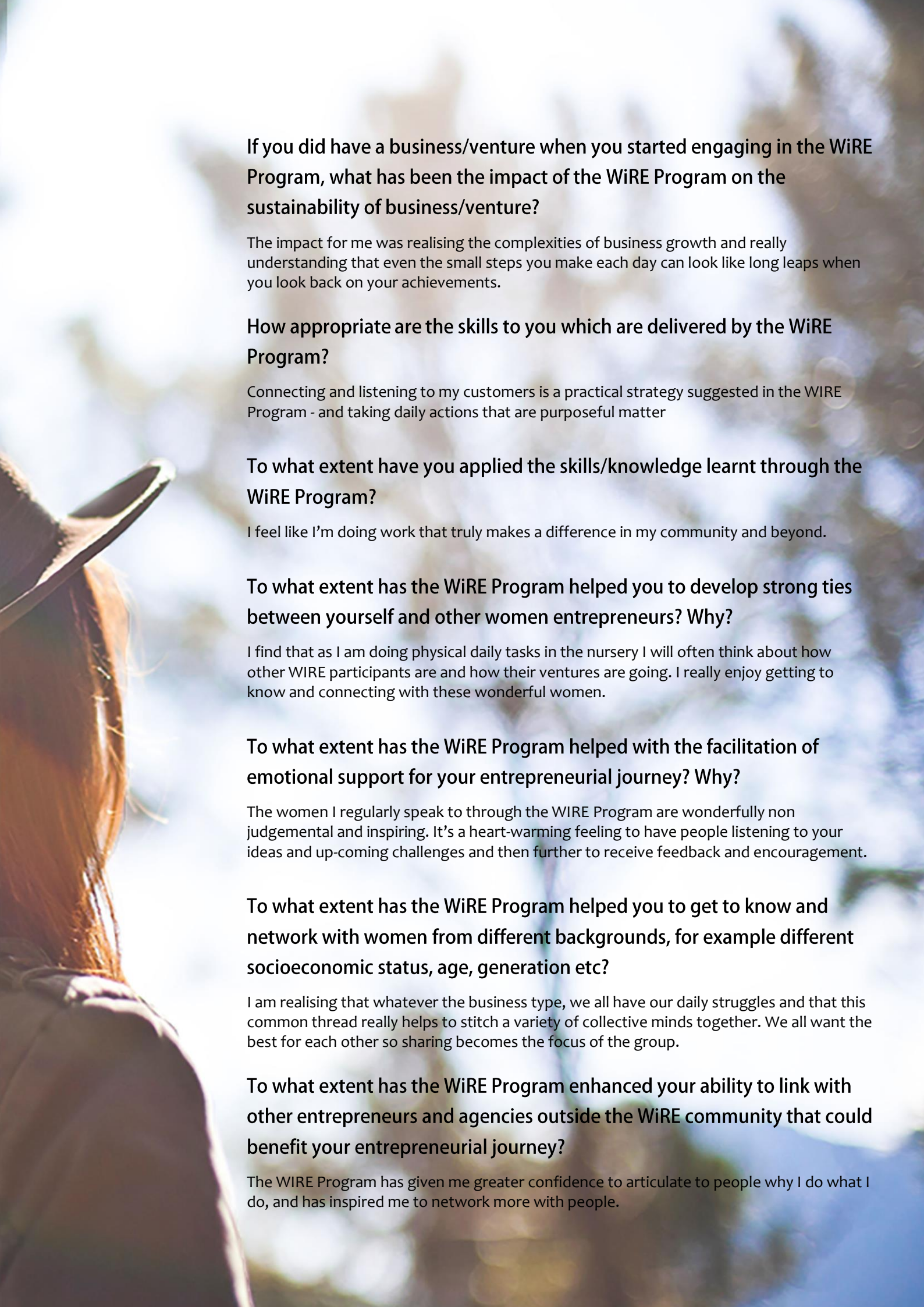
## **If you have started a venture, what do you think are the chances of business/ventures survival?**

As I generally have a "cup half full mindset" I would have to say that the survival chance of RAMESA Nursery is very high.

## **If you had a business/venture when you started engaging in the WiRE Program, have you grown your venture or scaled it up as a result of the WiRE Program? If yes, please explain your answer (both in terms of the dollar value of the total enterprise as well as the scale-up value, or/and increase in sales or growth in customer numbers) (whichever applies)**

Our future plans in consideration at the moment are blogging about featured plants and products (plant what when type information), also writing a monthly newsletter. We have a new nursery building in the planning stage where we can invite school groups and others for workshops such as propagation, art workshops, science and occupational based learning for high school students – also adult workshops and offering conference space with good facilities (in the planning phase right now)





**If you did have a business/venture when you started engaging in the WiRE Program, what has been the impact of the WiRE Program on the sustainability of business/venture?**

The impact for me was realising the complexities of business growth and really understanding that even the small steps you make each day can look like long leaps when you look back on your achievements.

**How appropriate are the skills to you which are delivered by the WiRE Program?**

Connecting and listening to my customers is a practical strategy suggested in the WIRE Program - and taking daily actions that are purposeful matter

**To what extent have you applied the skills/knowledge learnt through the WiRE Program?**

I feel like I'm doing work that truly makes a difference in my community and beyond.

**To what extent has the WiRE Program helped you to develop strong ties between yourself and other women entrepreneurs? Why?**

I find that as I am doing physical daily tasks in the nursery I will often think about how other WIRE participants are and how their ventures are going. I really enjoy getting to know and connecting with these wonderful women.

**To what extent has the WiRE Program helped with the facilitation of emotional support for your entrepreneurial journey? Why?**


The women I regularly speak to through the WIRE Program are wonderfully non judgemental and inspiring. It's a heart-warming feeling to have people listening to your ideas and up-coming challenges and then further to receive feedback and encouragement.

**To what extent has the WiRE Program helped you to get to know and network with women from different backgrounds, for example different socioeconomic status, age, generation etc?**

I am realising that whatever the business type, we all have our daily struggles and that this common thread really helps to stitch a variety of collective minds together. We all want the best for each other so sharing becomes the focus of the group.

**To what extent has the WiRE Program enhanced your ability to link with other entrepreneurs and agencies outside the WiRE community that could benefit your entrepreneurial journey?**

The WIRE Program has given me greater confidence to articulate to people why I do what I do, and has inspired me to network more with people.



## **If relevant, have you influenced someone else through your WiRE experience to start or grow a venture? “Passing it on”**

Over the weekend I had a conversation with two people wanting to start their own business with an online presence. I was able to give some practical advice.

## **Name the biggest overall lesson you have learnt in your entrepreneurial journey so far that could be passed on to other women**

Listen to feedback and have high but realistic expectations of yourself. This will help you to continually improve what you are doing and when necessary to re-plan. Try to get actions going, set your goals and write them down with personal deadlines. Evaluate things as you go along. For us I write down what we did well at our garden festivals and what we think we could do better.

Value your customer! This is really important as without their support we would not be in business. Feedback will come naturally as you have conversations with people and honest feedback will come from people who know and understand what you are trying to achieve. Continue to learn and to take calculated risks. Know what capital you are putting into the business and what your break-even and profit margins are.

Use your skills and strengths from other experiences and jobs to enrich the business or idea that you have now. For example my business is the ownership and daily operation of a plant nursery. My previous job was primary school teacher with passionate hobbies of growing plants and painting. I am now able to work from home growing plants and then travelling, teaching and being creative. I just love it!

## **Where to find you online**

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

<https://www.facebook.com/ramesafarm/>

## **Please share some final thoughts about the WiRE Program**

The WIRE Program has given me a beautiful bucket of resources which I can reach into and benefit from daily. My passion for plants and wanting to help people to grow great gardens has been supported by this wonderful group of women. The opportunity to connect and network through the Program has been inspiring and I feel so grateful.

- *Romaine Undery* -