



# Necessity mother of invention

**Q: Where do you work?** I have a home office. With traffic these days I am much more productive working from home.

**Q: How did you earn your first dollar?** As a 10-year-old chaperone for my sister and her boyfriend, but I was easily bought off.

**Q: What standard of education did you reach?** Year 10.

**Q: What was your first full-time job?** I was a clerical assistant in the Taxation Department where I met and married my husband at the grand old age of 18.

**Q: Is your current job the career you envisaged for yourself when you finished study?** No, if you had told me eight years ago that this is what I'd be doing I would not have believed you.

**Q: What made you choose this career?** I had developed Rosacea (facial redness and breakouts) after a lifetime of good skin. I learned about a nutritional supplement, which is excellent for skin problems. After years of research and trials, MiSMo had taken on a life of its own and we'd developed a wonderful, effective skin care range.

**Q: How many times have you changed career?** Five times, which include owning dairy farms and a mail order fabric company. It was varied and interesting but I always learning something new.

**Q: Is there another career change in you?** I hope this wonderful skin care business will see me enter old age like Helena Rubenstein and love it till the end.

**Q: What would you do if you were forced to give up your current job?** I'd seriously go into internet marketing. That is a whole new world again.

**Q: What has been the biggest success in**

**your career?** MiSMo. Because the skin care industry is so over serviced and has enormous companies competing for people's business.

To build a new Australian business and produce what we believe to be world standard skin care range is very rewarding. We are still a small business, but watch this space.

**Q: What has been your biggest regret?** I have no regrets. We have a wonderful, healthy, successful family, good friends and a happy life. What more could I ask for?

**Q: What is the most pleasing aspect of your job?** I love the development of new facial products, then the results. It is too exciting for words.

**Q: What is the most difficult, yet necessary aspect?** Paperwork! My paperwork skills leave a lot to be desired, so my husband is a great help there.

**Q: Are you actively grooming a successor for when you decide to step down?** No, I haven't had time to think about that one yet.

**Q: What tips do you have for people starting out in their careers?** Be absolutely passionate about what you do, even in the bad times. Know your business inside out,

the good parts and the tedious. If you don't you can't pick up other people's mistakes.

**Q: What tips do you have for people just beginning a business to manage staff and budgets?** If you are starting a new business be prepared for long hours and wearing many hats. Don't expect to bring home a big pay packet. Employ staff when the company can afford it. Go for success and your pay will come later.

## BRIEFCASE

- **NAME:** Irene McDonald
- **DATE OF BIRTH:** 8th December 1950
- **SUBURB OF RESIDENCE:** Carindale
- **JOB DESCRIPTION:** Managing director of MiSMo Body Care: [www.mismo.com.au](http://www.mismo.com.au)



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**BEAUTY-FULL BUSINESS:** Irene McDonald, founding owner of Mismo, is taking on the beauty world with her home-based business.



# Unwavering career focus

**Q: Where do you work?** I am the manager of Revive Pilates and Physiotherapy studios. I own one studio at Level 2, 21 Mary St Brisbane and another at Ashgrove.

**Q: How did you earn your first dollar?** Working at Woolworths on the check-out in Ingham.

**Q: What standard of education did you reach?** I completed a Bachelor of Physiotherapy at the University of Queensland.

**Q: What was your first full-time job?** Physiotherapist at the Princess Alexandra Hospital.

**Q: Is your current job the career you envisaged for yourself when you finished study?** Yes. I have been self employed for 23 years – I have been able to map out my own destiny so to speak.

**Q: What made you choose this career?** I originally wanted to work with disabled children and decided when I was 13 that I wanted to be

a physiotherapist. Once I started studying, I found my interests were more with treating musculo-skeletal injuries and then ultimately decided to pursue a career in Sports Physiotherapy.

**Q: What has been the biggest**

**success in your career?** My biggest success has been growing Revive studios to be what they are today. Travelling overseas last year with the World Beach Volleyball Tour looking after Natalie Cook and Tamsin Barnett in Paris and Norway was a definite highlight.

**Q: What has been your biggest regret?** I don't have any regrets. I have made decisions about the direction of my career based on my family (I have two children 12 and 9) and my desire to be a world class sports physiotherapist, and I don't regret my decisions.

## BRIEFCASE

- **NAME:** Julie Campbell
- **DATE OF BIRTH:** 31.08.1963
- **SUBURB OF RESIDENCE:** Bardon
- **JOB DESCRIPTION:** Manager of Revive Pilates and Physiotherapy studios: [www.revivestudio.com.au](http://www.revivestudio.com.au); APA Sports Physiotherapist and Pilates Clinician.



**REVIVE:** Julie Campbell from Revive Pilates and Physiotherapy in the City.