



the **ARCHIBULL** PRIZE

CAREER SNAPSHOT



DIMI KYRIAKOU

JUST AS SOMEONE GROWING UP
A SHEEP STATION MAY FOLLOW
A CAREER WITH WOOL, SO TOO
HAS DIMI KYRIAKOU TURNED A
CHILDHOOD AMONGST A FRUIT
SHOP INTO A CAREER IN THE
HORTICULTURAL INDUSTRY.

Dimi Kyriakou's family and friends often joke that you can take the girl out of the fruit shop, but you can't take the fruit shop out of the girl. She grew up around her parents' fruit and vegetable business in Yarrowonga and now works as a senior communications officer with AUSVEG, the peak industry body for vegetable and potato growers across Australia.

On leaving high school Dimi studied journalism at RMIT University in Melbourne and on graduation gained work within publications for the construction industry. But she always hoped that one day she could incorporate her writing skills with her passion and interest for rural Australia. This hope was realised when she applied for a position as senior writer/journalist with AUSVEG in 2014.

Today, as well as being editor for two bi-monthly magazines, Vegetables Australia and Potatoes Australia, Dimi's role incorporates broader communications across a variety of platforms including social media, conferences and overseas grower tours. Her over-arching aim is to help communicate information on grower levy-funded research projects that are being conducted for the vegetable and potato industries.

In a typical day Dimi may research a magazine article on new technologies in horticulture and interview a grower implementing these, such as precision agriculture systems or potato seed handling practices. She may then move onto a media release explaining the benefits of innovative research into developing export markets for vegetable growers. Then it will be time to continue her work with the annual Hort Connections conference where she organises a Women in Horticulture event to celebrate and acknowledge the achievements and contributions of women in the industry.

"There is rarely a dull moment in my role and I am always learning about new research, technologies and innovation in the horticulture industry," Dimi says, "as well as understanding the challenges facing our growers to send fresh, high-quality produce to consumers on a daily basis."

This is Dimi's career in agriculture. What will yours be?

