

Michelle De'Lisle



Michelle De'Lisle always wanted to be a journalist. Sport was her passion, particularly AFL and cricket, and journalism seemed a good fit combining her two favourite hobbies.

"I admired Melbourne-based sports journalists Caroline Wilson and Mike Sheahan growing up, and read the newspaper from an early age," Michelle says.

At 16, Michelle was lucky enough to get work experience at *The Age*. She finished year 12 in 2008 and was determined to leave her hometown of Stawell in Victoria. Things didn't quite go to plan. Following a couple of brief stints at university, in 2011 she returned to Stawell in to undertake a journalism cadetship at *The Stawell Times-News*.

In 2016, Michelle was working at *The Ararat Advertiser* but decided she needed a sea change. Although her passion for sport was still strong, the newspaper industry wasn't really for her.

Michelle applied for a role at AUSVEG with no idea about potatoes and

vegetables, "except that they were delicious and good for you" and just two weeks after taking on the role found herself at the National Horticulture Convention (now known as Hort Connections).

"That was a baptism of fire. I learnt a lot over that week and in hindsight, it was a great start to my role," Michelle says. She admits her role is not easy, and often calls on other members of the science team for help as well as the great support from her editor.

Being in the horticulture industry has made Michelle more aware of where her fruit and veggies come from, and she values our growers and their hard work. "I think our growers do an amazing job, I know I couldn't do it! All credit to them."

"My role has enabled me to see some cool things and participate in activities that I never knew existed"



Writer/Journalist

The Role	Prerequisites	Skills Needed	Horticulture Award	Training options	Resources needed	Next career step
Write and coordinate the industry magazine Vegetables Australia and its accompanying booklet Vegnotes	Need to be able to work at a desk Reliable	Proficient writing skills Good communication skills	\$45,000 - \$110,000 Depends on size of enterprise and responsibilities (Payscale Australia)	Internships Diploma in Journalism or Communications Degree in Journalism or Communications	A drivers licence and own transport is preferable dependent on location If freelance: <ul style="list-style-type: none">• computer• phone• recorder	Senior journalist role move to a larger enterprise move to a different industry
Liaise with growers and key industry stakeholders	Able to work autonomously and as part of a team Flexibility when liaising with internal and external stakeholders	Able to engage with a diverse range of people Good time management skills Ability to prioritise and meet deadlines Good negotiation skills				
Coordinate photographers and freelance journalists						
Proof read publications						
Assist in office duties						