

About Viktoria Darabi

Viktoria was educated in Australia & NZ completing a BA Degree in French Language & Culture from Loma Linda University, Calif., USA.

Her marketing career has spanned 27 plus years in the US & Australia working in a diverse variety of multi nationals, medium and small businesses in marketing roles caring for budgets ranging up to \$1M.

Since 1997, her treechange in the Hawkesbury has been spent with her partner, Chris Woolcock, growing their business, *Renaissance Rocking Horses*. She has two children, 16 and 7 years old and enjoys writing, collecting and making period porcelain dolls for her antique pram and Childhood Memories Collections.

Now as Australia's largest and only fulltime maker of high quality heirloom rocking horses they offer made to order rocking horses, kits, plans, accessories, 3-day rocking horse making classes for baby boomers, group tours for seniors and a B & B.

During this time she also established an *Antiques Trail*, an *Artisan's Trail* and a *Regional Festival*, in her shire - all based on the principles of Co-operative and Relationship Marketing and designed to encourage the groups to work together, improve their profiles and thereby increase tourism to the region.

She conducts an annual boutique open weekend on her property, *Rocking Horse Lodge*. The inaugural event featured Huey his TV crew from "Huey's Cooking Adventures" and 50 hand-picked artisan and farmgate stall holders. It attracted over 1200 visitors and resulted in many episodes on Huey's Cooking Adventures featuring the Hawkesbury.

Viktoria writes freelance, mostly artisan profiles and the country lifestyle, which she loves and knows best. She is working on her first book which brings together the things she is most passionate about— sustainable treechange lifestyle using 'more-brains-than-bucks' marketing techniques — techniques that have helped sustain her artisan country lifestyle with Chris and allowed her to help other artists and artisans by giving them exposure on TV, press and magazines.

In her "spare" time Viktoria is a Marketing Mentor – Specialising in Marketing and Media Savvy Coaching for Small Businesses.