

Trudy Rankin ([00:00](#)):

Welcome to the Online Business Launch Pad Podcast. We're going to be helping guide you step-by-step through the process of growing your business online, and we're gonna be giving you tips and techniques that are going to help you break through the barriers that can stop you making progress in your business.

Trudy Rankin ([00:26](#)):

Today, I want to introduce you to Sandy Barber. Now, Sandy is one of our Online Business Lift-Off participants. And she joined our program after she started doing the NEIS program, or it's, it's an acronym that stands for New Enterprise Incentive Scheme.

Trudy Rankin ([00:44](#)):

And Sandy became one of our students so that she could take what she had been learning in the NEIS program and then apply it to create a business for herself, and to take it to the next level. To take something that she had already been working on and wanted to, um, basically, take that and expand it.

Trudy Rankin ([01:06](#)):

So, as we talk with Sandy, it's a really powerful story that she has. We talk a little bit about the impact of surviving neglect as a child, and then discovering her Aboriginal roots. And that process that she's been through, or that life's journey that she's been to, has actually helped her decide what to focus on in her new business. So, let's go ahead and get started.

Trudy Rankin ([01:35](#)):

Well, welcome again, Sandy, to the Online Business Launch Pad Podcast. I just want to welcome Sandy Barber and just wanted to say, really pleased to have you here, Sandy. And, um, delighted to be able to talk to you about things, online business.

Sandy Barber ([01:53](#)):

Thank you.

Trudy Rankin ([01:54](#)):

Let's go ahead and dive right in. First of all, could you just start by saying what's the name of your business and who do you serve?

Sandy Barber ([02:01](#)):

So, my, my business, I like to start off with the Aboriginal words first, which are [foreign language 00:02:13], which means connect, heal, and grow.

Sandy Barber ([02:16](#)):

And, um, it's an earth mindfulness, um, practice. And what I'm hoping to do is take this program into preschools. So, I'm pretty much serving, I guess, to start off with is the directors. But my aim is to get that message to the children in preschools.

Trudy Rankin ([02:43](#)):

That sounds really, really interesting. Can you just maybe explain a little bit more about the program and, and what it is?

Sandy Barber ([02:49](#)):

The program is a, as I said before, an earth mindfulness connection program. Um, so, the person who created the program, he's indigenous himself. And so, all these, um, so there's 14 elements in the program, and what we do is honor all the 14 elements. So, the, all the 14 elements connect to Mother Earth.

Sandy Barber ([03:22](#)):

So, there's the, um, creation, [foreign language 00:03:26]. Then we've got the sun and the moon. Um, the, these aren't in order. The sun, the moon, the wind, the rain.

Sandy Barber ([03:34](#)):

Um, then we go into animals, so, there's three animals, one that connect to air, land and sea and fresh water. And so, all of those, everyone's got their own ideas of all those different elements.

Sandy Barber ([03:53](#)):

So, after we talk about all the el- all the 14 elements, then there's movements that correlate with those elements. So, we'll stand up and we'll do the 14 elements that correlate with each thing that we've spoken about, and we'll do the movements. And so, it's a practice that can be done every day.

Sandy Barber ([04:15](#)):

It's not, um, so it's n- not like a meditation, but I think it, it's more bringing your awareness back to where we l-, where we live and how we interact with nature and the world around us. You know, and I g-, I guess help us be more mindful. You know, should we run the water as long as we do when we clean our teeth? You know, just little things like that. And, yeah l-

Trudy Rankin ([04:45](#)):

[crosstalk 00:04:45]-

Sandy Barber ([04:45](#)):

I guess one example that I did the other day, I picked myself up, was to give the dog and the cat fresh water, I just poured the already water in the bowl down the sink, and I was like, "No. What're you doing? You could put that on plants outside." So, that's my new way of a practice, I guess. Yeah.

Trudy Rankin ([05:07](#)):

Mm-hmm (affirmative). So, very much in, in mind. Uh, or should I say it the other around? The-the whole move towards, um, trying to adapt to and deal with climate change, and you know, the fact that we're getting less water down in the form of rain and things like that.

Sandy Barber ([05:22](#)):

Mm-hmm (affirmative).

Trudy Rankin ([05:22](#)):

Match back what these practices, so it's helping to do, to sort of build awareness and understanding with, with small children. Is that the purpose?

Sandy Barber (05:30):

Yes. Yep. Ab-absolutely. Yep. [crosstalk 00:05:35]-

Trudy Rankin (05:35):

Well, that's fantastic. So, can I just dig in, just a little bit more to sort, sort of your background. What was it that made you want to get into this particular form of business and to be able to help people in this way?

Sandy Barber (05:49):

Um, I think I, I've al... Not that I knew it before I had kids, but once I had my, my kids and my husband would blame them for something that he didn't see them do, I was like, "Uh, hang on a minute. Did you even see them do that?" And he's like, "No." I went, "Well, don't blame them, then." And I think it was because of my upbringing, um, just being belted, you know, for no reason, or, you know, "That's for next time you're doing something wrong."

Sandy Barber (06:23):

I think the injustice of how I was treated, even as a ward of state, you know, it was just s-so inconsistent. One minute you're allowed to do something, and next minute you got a thrashing of your life for it. So, I think because of my background, I'm very much a, an advocate for children and their rights.

Sandy Barber (06:48):

And so, when I look back, I've worked with children all my life, pretty much. I've, I was a room assist voluntarily at a Christian school in Barnum Bay probably 1980, and then I did my fitness ladies, that then took my fitness ladies into schools. So, we did inter school aerobics classes, or aerobic competitions, um, and then went and worked at a preschool. But, yeah, I've always, always been an advocate for, you know, children and so immediately I well just like that's a no brainer then, isn't it? (laughs)

Trudy Rankin (07:32):

Yeah. [inaudible 00:07:34] To, to develop skills that are gonna help connect them to their earth. I think, um, I think you mentioned once when you were talking, I think you said something about how your family started connections to stolen generation. Do you want to talk it about a little bit?

Sandy Barber (07:49):

Yeah. Um, so, like I said before, I was born in [inaudible 00:07:54] but that was because my mums, mum was a st- part of the stolen generation. Mum was part of the stolen generation and then I was a ward of the state because of neglect. Um, so I think my Aboriginal heritage was there all the time and so I was constantly, you know, constantly looking for where do I belong. Who do I belong to? You know all that questioning, as I never felt as though I fitted anywhere.

Sandy Barber (08:33):

But, um, and then when I wasn't told til I was 28 that I was Aboriginal and the only way we found out was my mum past. Again, she was suicidal, she was an alcoholic and suicidal. I only just read one of

those things that they put in the newspaper. I only just read those yesterday and just thought, "My God." You know, like, people said to her, "Now you'll have the peace that you've been looking for." You know.

Sandy Barber ([09:09](#)):

So she was going through exactly what I'm going through and she was in mental homes at 45. You know getting shock treatment at 45. You know and it was... But, on the flip side of that she would hold down in childbirth and, you know, like set her hair every night and the outward appearance... I'm bringing something up for me right now. Her outward appearance had to be, you know, spot on. You know, but, and that's exactly how I was raised. I always have to dress nicely, it doesn't matter where I'm going. But, that's how we were conditioned. You know, and, even my lawyer this morning was like, "Oh. It says here in your file, Always well presented." Uh, yeah, he didn't know what was going on behind closed doors though.

Sandy Barber ([10:00](#)):

You know, yeah, so, um, being part, be- I guess being Aboriginal was like, ah now I know why I, I, I think differently to, to people or I, um, yeah, but I- it's funny with the Aboriginal community because I still don't feel as though I fit anywhere but having said that maybe I'm expecting too much because I've con-, I've been in contact, I found that I am Dja Daj Wurrung, Yorta Yorta and a woman that I met, probably 2006, 2007. Just jokingly, we were looking at my family tree and she's, "Oh we could be cousins." We are (laughing).

Sandy Barber ([10:48](#)):

So, I guess for me, that's my, my connection back to where I, I come from and, but unfortunately there is no, Welcome home Sandy or you know, anything like that. It's just like, oh you get in and serve. (laughing)

Trudy Rankin ([11:26](#)):

Yeah. That's, that's, that's, you know, brilliant in sort of a background and just, just listening to it I can sort of sense some of the, some of the pain and the emotions and I can, I can see, I can see the connections why it would be important to be able to help people connect back to the earth. To have some sort of connection to something. To belong to something and to, to feel it and then to understand it. That's pretty important.

Sandy Barber ([11:57](#)):

Mm-hmm (affirmative)

Trudy Rankin ([12:00](#)):

That's, It's just really, really, really important. So, maybe, maybe, tell us just a little bit about your journey in terms of turning that desire to help children connect back to the earth, um, to, to your journey of setting up the business to do that.

Sandy Barber ([12:15](#)):

Um, well, I, I did the Wayapa course in November, 2018 and I didn't know what I was going to do with it. I ju-, I just was like, yes I'd love to do it and it was- wasn't a cheap course. And, um, so I got the

opportunity to do it and then, yeah, it was like, all right, I sort of had my feelers out, you know, where, where could I, where could I do this but nothing ever jumped [inaudible 00:12:47]. Um, there was a little bit of controversy where I worked because it was an Aboriginal organization but they sent a non-Aboriginal woman off to do the course and I'm like, "No, your reception, that doesn't fall into your job description."

Sandy Barber ([13:10](#)):

So, fortunately we got a new boss and, you know, not stay on the track, she, she's out of the office and she's rung me and she's going, "Are you sitting down?" Went, "What?" She's like, "I've got you into do Wayapa." And I'm like, "Oh my God, like, this is so exciting." But it was interesting, because that whole week I've got a tooth that needs root canal. That whole week I was just taking pain killers. So I wasn't really present to interact with anyone or...

Sandy Barber ([13:44](#)):

And then, um, so years went, I couple of years went by and stuff happened at that same workplace and so I was told don't come back til this is sorted and that was supposed to take two weeks. 10 weeks later they said, "You can come back to work but under these conditions." And I just said to my union rep, "I'm not going back. I'm going to be walking around on egg shells. I want a pay out." So they paid me out and based on the amount they gave me, I just went, I didn't do what they, they're saying I've done. If that, if I did what they said they would not be giving me this amount of money.

Sandy Barber ([14:30](#)):

So as a, as a, I guess the next step to that was that I left and so the next step was going to an employment agency in [inaudible 00:14:43]. And as soon as I walked in this woman's going, Yippee the perfect candidate for a business course." Instantly I just went, "Whatever." So that's how, yeah, that's pretty much how that started.

Trudy Rankin ([15:00](#)):

Wow.

Sandy Barber ([15:01](#)):

But, but it was hard because, um, you know, just all the marketing and everything. They kept saying... And in my head I'm hearing, you know, they do it at schools. They do it in prisons. They do it, you know, in all these different places.

Sandy Barber ([15:17](#)):

So then the marketing teachers like, "What should NEIS market?" I'm going, "Everybody." Wait, no. Like, But it has been. You even see Jamie's first video and it's like, you know, this has been delivered to this group and that group and this group and that group and I'm like, "See?" And he, and so there's still no, you need your own NEIS market. Who you going to go with?

Sandy Barber ([15:43](#)):

And so then the guy at the employment place said, oh, he was such a help for me. He was the one who helped me hone in kids between two and seven [inaudible 00:15:58]. So that was like, no brainer, like

that's where I- (laughs) that's what I've been doing all my life. Yeah. So, that's how we blended the business of Wayapa.

Trudy Rankin ([16:09](#)):

Wow. That's, that's really, really, really interesting. So if you were to give a piece of advice, um, to someone who was, who was sort of where you were a year or two ago and they're maybe thinking about starting their own business, what would be the one piece of advice that you would give them?

Sandy Barber ([16:28](#)):

Don't take on too much at once.

Trudy Rankin ([16:32](#)):

Mm-hmm (affirmative)

Sandy Barber ([16:32](#)):

I think because I, um, I think I was still doing NEIS when I started this.

Trudy Rankin ([16:40](#)):

Mm-hmm (affirmative)

Sandy Barber ([16:43](#)):

And I, I did that because I thought well I made a website for NEIS anyway but I didn't realize how in depth it was going to be. So, I think my advice would be just do one course at a time, (laughs) unless you want to burn yourself out. Yeah.

Trudy Rankin ([17:05](#)):

Yep. That, that's pretty wise advice. So, if somebody wanted to contact you to get in touch with you about potentially having [inaudible 00:17:13] program, where would they go?

Sandy Barber ([17:15](#)):

Uh, they could email me on info@earthmindfullness.com.au.

Trudy Rankin ([17:24](#)):

Okay. Fantastic and we'll put that into the show notes as well so that's fantastic. Right. That you so much Sandy. I really appreciate you sharing with us today.

Sandy Barber ([17:31](#)):

Thank you.

Trudy Rankin ([17:36](#)):

You know. The experience's you've had in your life do shape who you are. In our Online Business Lift-Off Program we work with you to find ways of using that experience to build your own online business. So, if you'd like to know more, go to onlinebusinessliftoff.com and answer a few questions so we can find the best place to put you in the program.

Trudy Rankin ([17:59](#)):

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