



## MEET SALLY HALL FROM BUILD PROFESSIONAL

a Member of the MBA's Women  
Working in Construction Group

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### WHAT IS YOUR ROLE AT BUILD PROFESSIONAL?

I am the Marketing and Office Manager of Build Professional, Canberra's Design and Build Extension Specialist. I am married to Matthew Hall, our Director and we are a husband and wife team who have been working together in our own small business in residential construction in Canberra for the past 15 years.

### HOW DID YOU GET INTO YOUR CURRENT ROLE AT BUILD PROFESSIONAL?

My passion is my marketing role that has developed and evolved over time. The marketing position was non-existent in our business many years ago and I was instrumental in every facet of developing the Build Professional brand. Having a specific vision and a great eye for detail has enabled me to produce the brand into what it is today. My creative strength lies within making things visually appealing and I am fortunate that I am able to use it to the advantage of our business.

It is my passion to grow and strengthen our brand in Canberra and to continue to engage our audience and to inspire homeowners in an authentic and informative way to have a great understanding of the service we provide, the quality we achieve and the team behind Build Professional.

### WHAT ARE THE OBSTACLES YOU FACE IN YOUR ROLE?

The biggest obstacle that I face in my role is time or lack of! As a Mother of three children and a partner in a small business I often feel torn between my working role and being a Mum. I love achieving and being 100% focussed on whatever I am doing whether it's in the office or when I am with the children, however, I am constantly flipping hats between my roles and I feel like my days are always rushed trying to cram as much in as possible in both roles. I'm sure most Mums feel the same; however, that is definitely the biggest obstacle for me at this time in my life.

### WHAT HAVE YOU ENJOYED ABOUT THE MBA'S WOMEN WORKING IN CONSTRUCTION GROUP SO FAR?

I attended the first WWIC group function last year and loved it! It was wonderful to be in a room with so many women working in construction and we had the pleasure of listening to Kate Muldoon from Ladies with Tradies; it was a great event and very insightful.

It was also such a pleasure meeting Gracie Ferreira, President of the ACT MBA, I found her to be inspirational and there was so much common ground with her experience of raising a family and running a business, she is doing great things for WWIC. I love her energy and support of the group.



Build Professional's Griffith renovation, winner of the 2018 MBA Building Excellence Awards Renovation/Extension less than \$150,000 Award

### WHAT DO YOU HOPE TO GET OUT OF THE WWIC GROUP?

For me, I think networking with the WWIC group, sharing advice, learning from others and being involved directly with the MBA will be an extremely positive and rewarding experience. However, it is also about what I can give back to the industry, I would love to play a mentoring role to other business partners who are perhaps starting out and finding their way in their own small business. I would like to assist them to find their perfect role so that they can grow personally and professionally and in turn, support and drive the success of the business. I believe that there are so many important and creative roles for women in construction and it's something that I would love to work with the MBA on. I look forward to actively participating in the WWIC group this year.

### HOW HAS THE WWIC GROUP ASSISTED YOU TO CONNECT WITH LIKE-MINDED WOMEN IN SIMILAR ROLES?

I was slightly nervous about attending the first WWIC group function not knowing anyone, however, the MBA made it very relaxed and welcoming. It was the perfect opportunity to meet and connect with other women in similar roles. I was fortunate to meet Nicole Leishman, Business Owner and Office Manager of Delnas Metal Roofing and we hit it off straight away. Our businesses are both established and we are at similar stages in our career, juggling family life and running a small business which meant we could relate to the trials and tribulations of working behind the scenes. We have since been in contact and look forward to catching up soon.

### WHY DO YOU THINK IT'S IMPORTANT FOR THE MBA TO RUN THE WWIC GROUP?

I think the establishment of the WWIC group is such a great and important initiative and the proactive role that the MBA is having in the group is very positive. It's a promising time not only for women in the industry but also for the industry itself.

I love women supporting women and business supporting business. It's not about competing against each other but actually coming together as a group to share ideas, knowledge and mentoring for the greater good of each individual, business and of course the construction industry.

### ANY FINAL COMMENTS?

Successfully achieving a good work / life balance in an inspiring and fulfilling position within your small business and working alongside your partner is no easy feat. However, if the business partner can achieve this they hold a significant key to a successful, positive and thriving business and this is what I have found to be true in my business journey with Build Professional.

I am enthusiastic about the positive role that women can bring to the construction industry and I'm thrilled with the momentum that is building with the MBA's WWIC group - it's an exciting time!

Head to the  
MBA ACT Facebook  
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WOMEN WORKING  
IN CONSTRUCTION  
GROUP