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## **TERRY MAHONEY (2<sup>nd</sup> March 1945 – January 2007)** ***Eulogy delivered by Nola Anderson at Terry's Funeral***

Passion is a word that comes immediately to mind when we think of Terry.

He was passionate about life, his family, his work and the deer industry and I have the honour of speaking on behalf of the deer industry today.

In 2005 Terry was awarded a Deer Industry Association of Australia plaque in recognition of his long commitment and dedication to the Deer Industry Council and the Venison Promotion Council and for his contribution to Elk Genetics.

As many of you will know, Terry and Joan farmed Elk, or what Terry termed – the “gentle giants” of the deer species. They also were partners in deer interests in New Zealand and imported Elk genetics from New Zealand and Canada.



Terry and Joan were a great team and did much for the deer industry. Venison Promotion Council meetings, field days and discussion group meetings were held at their property “Gundooee” and Joan ran the deer bookshop for 10 years, will all the associated storage of material. They also opened “Gundooee” for the Victorian Farmers Federation farm visits for city people to see how food is produced.

Terry was frustrated that more people weren't eating venison so he encouraged the Victorian association to establish the Venison Promotion Council, through which we could promote the wonderful low fat, high protein and high iron meat from deer (he would be pleased I got that marketing plug in there!)

As secretary of the voluntary Venison Promotion Council I worked closely with Terry, who was its chairman. With his marketing skills Terry was forever looking to the next opportunity to get people to try this wonderful meat and we spent many hours with other deer farmer volunteers cooking, serving and talking about venison to customers at the many field days we attended with our promotion campaign. In many instances it was the first opportunity people had had to taste venison and made them more open to adding it to their diet or ordering it at a restaurant. In addition, the money we raised from these events paid for the development of promotional material such as recipe leaflets and posters for use by venison marketers across Australia.

As I said earlier, Terry did everything with a passion and a colleague remembers he would flip venison burgers, sausages and steaks then when things weren't busy would, with an equal passion, nip out the back of the tent for the ubiquitous cigarette! The only thing I know he didn't do with a passion was eat vegetables, and it was something I often chided him about at industry dinners as he left the carrots and green vegetables on his plate.

Terry enjoyed learning from, and experiencing how other people had achieved things. This, along with the desire to meet with and enjoy the company of like minded colleagues was what saw Terry and Joan be amongst just a handful of people to have attended the four World Deer Congresses and associated deer farm

visits – New Zealand in 1993 – where he participated admirably in the Elk bugling competition, Ire3land in '98, Texas USA in 2002 (where you can imagine how Terry enjoyed himself in the land of cowboys and Indians) and here in Melbourne in May last year.

Despite his illness, Terry volunteered to assist where he could with marketing ideas for the Congress, as it was not his style to sit back and expect others to do the work in any of the industries or activities he was involved in throughout his life.

In fact, to use Terry's own words, this is what he wrote to the Deer Association, acknowledging the award bestowed upon him in 2005:

"I would like to express my appreciation and thanks for the plaque presented to me at the last meeting. The award you gave me was a wonderful surprise and it is something I will always treasure."

"I have always been a great believer in giving back what you may be taking out. It's a great policy and one I would like to encourage everyone to adopt. Everyone has some hidden skills, and, no matter how big or small, they are always useful."

When writing this tribute I pondered the thoughts of how much more could be achieved and how much harmony there would be in the world if more people had that philosophy and acted on it like Terry did.

The Melbourne Congress was where many of his deer farming colleagues last saw Terry and will remember that, as usual, he participated with gusto.

I remember Terry's statement in his 50<sup>th</sup> birthday party speech that he had already packed three times more experiences into his life than most of us would do in our lifetimes and he continued to add to those experiences in the subsequent years, including, just 6 months ago, fulfilling a desire to visit Samoa.

And so dear friend and industry colleague, we honour you for the passion and enthusiasm that you displayed and encouraged in others, throughout your life, and thank you for your contribution to the deer industry.

We will miss your cheery "hello" and warm hug at deer meeting along with your marketing advice.

We also will remember you for a life fully lived, and a life enjoyed to the full and all of us are the richer for being a part of it.

