

Show biz! – CATH’S ‘WILDE’ RIDE

Talk may (sometimes) be cheap, but when it comes to getting the show on the road, well chosen words can make all the difference to success in business, as NATALIE BRITTAN discovered.

From business consultant to award-winning speaker and, now, to television talk show host, Cath Vincent could be described as having the gift of the gab.

However, the Half Moon Bay local insists she has worked hard to get where she is. “People think I’m a natural but I’m not. Some of it is natural ability but I actually do work really hard so it feels natural.”

The English-born live wire has always aimed high and worked in high-flying jobs for both the Australian and British governments.

Five years ago, while living in Perth, Cath felt as if she’d seen it all, done it all and it was time for change. After she attended a personal development course in Fiji, change came rapidly.

Meeting long-haired rocker and long-time local, Jesse Wilde, a holiday romance soon blossomed and she moved to New Zealand to be with him. Cath also took up public speaking after joining the local BNI business networking group. “It just fell into my lap really!”

In fact, last year she was the recipient of the BrightStar Emerging Speaker Award at the National Speakers Association’s annual gala and has spoken at the internationally renowned TEDx event in Wellington.

But, still restless it was through a friend’s husband that she landed herself a guest spot on TV show, *The Beat Goes On* which screens on Face TV, Sky channel 83.

That sparked a desire to have her own TV show, and last year the dream became a reality with *The Cath Vincent Show* launching in October, also on Face TV.

Each 30-minute episode features a guest celebrity and Cath’s other half, Jesse, hosts the music segment which features different talents.

Initially, the show was to be funded by Face TV, but Cath soon realised that she had different ideals. “We didn’t really want to make the same show. I don’t want to talk about politics or sensational stuff, I want to talk about inspiring content that makes people’s lives better.”

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CATH VINCENT

Photo: Wayne Martin

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So, she decided to fund the show out of her own pocket. The series also makes money from guest speakers who want to produce quality video content. "Last year we broke even which the general manager of Face TV said is practically unheard of. I'm really proud of that."

This month, Cath debuts her second season and is excited about reaching more viewers with a full marketing and production team, many made up of volunteers.

"You bite off something as big as this and realise you can't be all these people; you have to reach out. You also realise there's loads of people willing to help!"

Face TV receives 180,000 to 200,000 viewers a month and *The Cath Vincent Show* screens on the 7.30pm Monday slot then repeats during the week. Last season saw celebrities such as actor and singer, Shane Cortese and adventurer, Kevin Biggar of *First Crossings* appear on the show.

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Although financial risk is something that would cause concern for many TV producers, Cath is surprisingly unruffled. "It's funny when you're doing what you're supposed to do you don't really worry."

It helps that Cath believes wholly in the show's mission which is to help people "wake up their wow", learn something and improve their lives.

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• The Cath Vincent Show begins screening on May 4, on Face TV, Sky Channel 83 at 7.30pm.



