

# Slipping easily into focus

**D**anielle Ciliberto-Renner is one of a rare breed. She is a member of Generation Y who has a passion for the family business started by her parents in the 1970s. When Ciliberto-Renner, now 26, and her brother Andrew, 25, finished their university study in 2000 and 2002, they joined the family photographic wholesaling business, C-Direct. "It has always been something I wanted to do. Our parents have allowed us to shape our mark on it." She and her brother have opened a retail concept store that sells cameras, phones and MP3 players. They plan to franchise.

Danielle and Andrew also have growing responsibilities in the family's core business, which employs 30 and turns over more than \$20 million. The Cilibertos are in year three of a six-year plan in which the founders, Peter and Angela Ciliberto, will step out of operational roles. They expect their children eventually will buy them out. Peter says he did not pressure his children to join the business, but is glad they have. "If the children come in, you should give them the opportunity to develop their own skills; the fact that the business is doing a certain thing doesn't mean it can't change."

**JACQUI WALKER**



**DANIELLE CILIBERTO-RENNER:**  
Allowed to shape the business