



ALAN HANNAFORD
KEYNOTE SPEAKER

ALAN HANNAFORD BIOGRAPHY

Alan Hannaford was born into a cattle farming family on the 22nd May 1949. His passion even as an infant was obvious to everyone. It was horses, cattle and talking.

Alan attended the local convent school in his home town of Braidwood, New South Wales for ten years. He showed interest in the farm but very little for his school subjects.

In 1964, Alan went to Sydney where he continued his secondary school education. He boarded at St. Josephs College, Hunters Hill. He was the youngest in his year.

Alan's determination to succeed in sport was rewarded by being in the Senior Eights Rowing Crew at St. Josephs College in 1965.

The farm was never out of Alan's mind. Holidays were always spent at home learning the profession of being a cattleman like his dad.

Once his secondary education was completed, his parents sent him to Yanco Agricultural College for one year. He excelled in all subjects relating to cattle and horses.

Alan returned to the farm the following year. Alan's father was a hard task master. The hard work and long days were rewarded with fast expansion of land holdings and growth of the cattle enterprise.

In 1970, due to Conscription, Alan joined the Army. He graduated as an Officer in 1972. He left the Army in early 1973.

It was about this time that Alan met the love of his life, Katherine Hagen. They married in October, 1974. They have two girls, Natalie and Tanya.

In 1974 also saw the cattle depression hit Australia which forced Alan to look for another income source for the family business. He commenced breaking in horses. In the next four years Alan broke in approximately 400 horses.

Cattle prices had picked up. Life on the family farm was good. The business was flourishing. Alan began to compete in a horse sport called Campdrafting and became very successful at it. He not only became very respected in this sport but was considered to be also a top educator. He was invited to address a crowd of 4000 people at the Equitana Expo in 2008 for over half an hour and left them wanting more.

Alan has competed at the World Championship Campdraft at Sydney Royal Show on eight occasions. He judged this event in the year 2000. He aims to keep competing in Campdrafts as long as he remains competitive and enjoys the comradery and the sport itself.

Alan's father died in 1982. Control of the family business went solely to his mother. In 1992



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a family split from his core family saw Alan & Kathy forced to leave and go into business for themselves. They ran their property, breeding cattle and horses. They also had an “off farm” retail business which they ran for twenty years.

Alan and Kathy’s focus now was on getting the best education for their two daughters. They chose to send Natalie and Tanya to Loreto College Normanhurst in Sydney to board. Both girls now have successful careers.

About five years ago Alan was stricken with the complaint, Trigeminal Neuralgia. After years of excruciating and debilitating pain (which saw his life stop as he knew it), he was finally diagnosed, operated on and cured totally. This experience left Alan with a whole new appreciation of life.

Alan has always been interested in ‘public speaking’ and like everything else he does he had to be very good at it. He sort advice from the best in the business and honed his skills with the help of his personal mentor. Alan has a very ‘up front’ but clearly a unique Australian style of presenting.

His many years of droving large mobs of cattle in the three eastern states of Australia together with his life experiences, has given him an enviable supply of great stories.

Alan is also a qualified Mediator. He believes this is a valuable asset and gives him a great understanding of negotiating and reading people’s emotions. Alan enjoys speaking to many different organisations, corporate groups, agencies and individuals.

After completing approximately a hundred speeches, he turned Professional. His speeches are not only informative (many individuals crediting him for improving their lives, success, both from a happiness and monitory point of view), but he is funny and unforgettable. He is a larger than life individual who wants to share his experiences with those he can help.