

All in a day's work

Bass Coast Post, 9/11/2025



Podcast host Cathie Agg: "It's best to be quiet and just let the person talk."

By Catherine Watson

I MUST admit I was a little nervous about interviewing Cathie Agg. Like most newspaper reporters, I'm a haphazard interviewer. Cathie's the real deal: trained in radio, practised in audio. She does her homework – including a pre-interview interview – and knows exactly what she wants to know.

Her podcast, [Love Your Work](#), delves into how people's work aligns with their personal values. She started with a simple idea: to ask people in Bass Coast and South Gippsland about their *favourite job*. Then she came across research showing that people are happiest when their work reflects their personal values. That struck a chord.

"The premise of the interview series is to test that research," she says. "I ask guests about their all-time favourite job and whether it aligns with their values, as well as the best advice they've ever received and what advice they would give themselves at 21."

What began last year as a weekly segment on South Coast FM has since found a new home on Spotify and Apple Podcasts.

"It's been getting out there," Cathie says. "People have said it's really inspiring to get to know our locals and their stories.

"I try to get a bit below the surface. It's all pre-recorded because I want them to be as comfortable as possible. It's a light, personal look into what makes people tick. We have a laugh and they tell their stories. It's really uplifting."

Some interviews stand out. Inverloch scuba diver Steve Dunn talking about the wonder of marine life and the threat of climate change. Bron Beach, president of Leongatha's Lyric Theatre, who tells Cathie she weeps with pride during the final rehearsal before opening night.

And Marty, the former owner of Moo's in Meeniyan, widely known as the unofficial mayor of Meeniyan, who offered this advice to his 21-year-old self: "Don't take life too seriously" – then added "And I haven't!".

"Marty's had the most listens," Cathie says. "He's well known, and wonderful."

When I ask if she thinks it's important for people to find meaning in their work beyond earning a living, she doesn't hesitate.

"Absolutely. It makes such a difference to find meaning in your work. That's the fuel in the fire that gets people going. It gets you out of bed in the morning. It inspires you."

Of course, not every job sings to your soul. I ask her about the worst job she ever had.

She winces. "A friend asked me if I could help out in the kitchen of a local café. I won't say which one. The problem was that they didn't have enough cutlery or plates, it was a busy Sunday lunchtime, the plates were piling up and I'm trying to wash them and do a good job. Oh my God, at the end of the day I thought, 'How does anyone do this?' I was absolutely exhausted."

MEMORY HUB STUDIO

Do you ever wish you'd recorded your parent's voices and stories? Cathie Agg has launched [Memory Hub Studio](#), a professional service recording people's life stories for future generations. The process includes personal research, an audio interview, and editing to create a polished audio story.

Then there was the marketing job for an industrial machinery company. "The weeks would go by so slowly. I tried to find something I could align with – maybe personal safety for people – but no, nothing had legs. There was no connection or meaning."

That's another reason she started the podcast. She says too many of us drift through our working lives without ever really considering whether our jobs match our values.

"You might love caring for animals or kids," she says, "and then you find a role in that area that just sets you alive. That's what I'm hoping to encourage people to think about."

What about her own values?

"Authenticity, definitely. Credibility. Curiosity. I love to learn about people's stories and the lessons they've learned. And communication, because I love getting the message out there."

No surprise there for someone who's spent much of her life in marketing, communications and

radio, including a stint at 3GG Warragul. From her years in radio, Cathie knows that the art of interviewing lies mostly in listening.

“I think it’s best to be quiet and just let the person talk,” she says. “Maybe a couple of words to show that I’m with them. Empathy is so important. I’m not trying to corner them on any subject. I’m there to support them to tell their story.”

That quiet space gives her guests the confidence to go a little deeper – and sometimes, to surprise themselves.

“Some people have told me afterwards that it was wonderful to look back and realise where they’ve come from,” she says. “What particularly stands out for me is the wisdom people have achieved over their journey.”

You can subscribe to the podcasts at [Love Your Work](#)